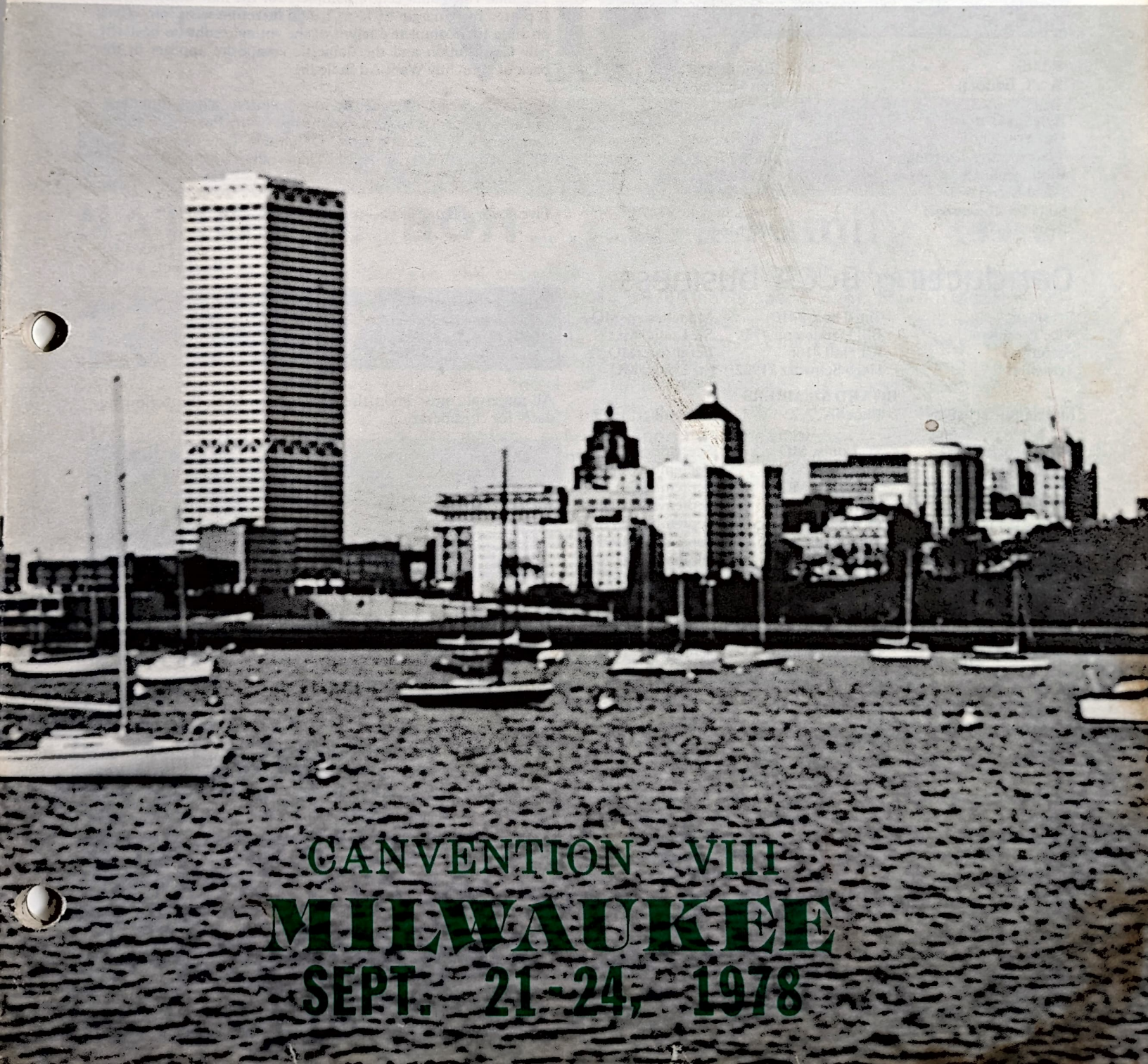
BEER CAN COLLECTORS NEWS REPORT

A Bi-Monthly Publication Vol. VIII No. 4 ... July-August, 1978



BEER CAN COLLECTORS NEWS REPORT

The NEWS REPORT is published bimonthly by the Beer Can Collectors of America, 747 Merus Ct., Fenton, Missouri 63026. Advertising is NOT accepted. Subscriptions are available only to members of the BCCA. BCCA initiation fee for persons residing in the U.S.A. is $5.00 with annual dues of $12.00. Initiation fee for members living in foreign countries is $5.00 and annual dues are $17.00. Of your dues $3.00 is to cover the cost of your Subscription to the NEWS REPORT. Members joining after Oct. 1 are paid up for the balance of the present year plus all of the following year. Membership application blanks are available upon request. Second-class postage paid at Fenton, Missouri and additional mailing offices.

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PRESIDENT'S MESSAGE

I managed to get to the Spring Thaw Thing in Lancaster and the Western Mini-Canvention in Las Vegas a couple months ago. Thanks to the Keystone Chapter and the Sierra/A-1 bunch for their hospitality—both were great sessions. And if you've never been to Las Vegas, do go sometime—what a place! Maybe I'm just prejudiced because the slots paid off with 400 nickels three times in three days.

Thanks also to Lonnie Smith for another great job on the roster. The 1978 edition is another quality piece of work. There have been some questions on the domestic composite—please read the explanation on page 6 of your March News Report.

The final vote count is now complete for the new Constitution. It passed by a margin of 10 to 1, and therefore went into effect on June 1. A complete analysis of the voting results on both the new Constitution and the domestic composite appears in the back of your July Want Ad Bulletin.

And lastly, we have reached another milestone. Congratulations to Dick Allgeier (president) and the rest of the Progress Chapter members in Oklahoma City, Oklahoma—they became our 100th active chapter in April. That really is *progress* for the BCCA!

Five down and one to go—see you in Milwaukee!

Jim Thole #410
President, BCCA

Please remember all News Report correspondence goes to:
BCCA News Report
7100 Broadway Bldg. 6-E
Denver, Colorado 80221

All materials must be in the editor's hands by the following dates for consideration.

ISSUE	DEADLINE
July - August	May 12
Sept. - October	July 14
Nov. - Dec.	Sept. 23
Jan. - Feb.	Nov. 10
March - April	Jan. 12
May - June	March 10

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WILL BILLY BE AT CANVENTION VIII?

The BCCA is exploring the possibility of having Billy Carter join us fun loving beer can collectors in Milwaukee for CANvention VIII. There is no definite decision at the time this issue goes to press.

NATIONAL BOH.....a Family Tree

The next four pages contain the most complete study of NATIONAL beer can varieties ever published. Ray Johnson #10176 and Bob Noll #8784 have spent over a year searching for varieties of NATIONAL cans while they also sought specimens for their collections. They compiled a reference list of their finds in the process and thought it was worth publishing here for our members who collect NATIONAL cans. We put it in a form which can be saved and used as a guide and checklist to bring to dumps and trade sessions.

52 distinct designs and sizes are shown, with a total of over 90 different varieties identified so far. Some are major, others minor, and nearly half won't be found in beer can guides. The cans are divided into three basic groups-- cones, 12 ounce cans, and odd size cans. Within each group they are arranged in their approximate order of issue or in special categories. While we decided not to try to date each can at this time, here is a rough guide which may be of general help.....

Most of the NATIONAL cones were issued before March 1950, since Internal Revenue Tax Paid (IRTP) appears on them. The IRTP doesn't appear on any of the NATIONAL flat top cans; these were issued from the early 1950's through about 1964. Mr. Boh's face disappeared from the red cans in the early 1960's. The aluminum cans were tried about 1963-64, about the same time as the change from the traditional red and black can to the "chevron" design. This chevron design was used up until 1971 or so when the current "sideways label" cream colored can appeared. With a bit of logic and a couple of reference books, you can do a pretty good job of dating any NATIONAL can you have.

We have included reference numbers from Martells' Beer Can Collector's Bible and Cone Top Collector's Bible as well as from Ressel's Beer Cans Unlimited, and have also copied a couple of their photos of cans which were unavailable for us to photograph. Thanks also to the others who let us shoot their cans-- John Vetter, Don Sarver, Joe Trabert, and Charlie Miller.

Editor's Note: This super article first appeared in the May, 1978 newsletter of the Capitol City Chapter.
Since publication the following additions and corrections should be noted.

#17 Eight lines in the description.
#17a LABEL TRANSITION CAN/steel/tab/9 lines in the description.
#40a Chevron/14 oz. at top.

cones

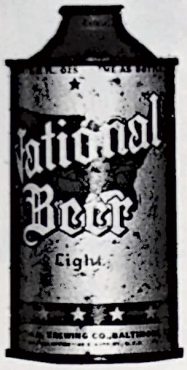
			BIBLE	UNLIM
BEER & ALE	1	(ALE) Green map/contents at side/IRTP	--	--
	1a	(ALE) Blue map/ " / "	--	29-31
	1b	(ALE) Blue map/contents at top/IRTP	454	--
	2	(BEER) Red map/contents at side/IRTP/no NY address	457	--
	2a	(BEER) " / " / " /NY address on can	--	--
	2b	(BEER) " /contents at top/ " / "	--	--
	3	(ALE) Eagle/IRTP/stars at top and bottom	455	--
	3a	(ALE) " / " /no stars	456	29-32
	4	(PALE BEER) Name in arc/IRTP/low spout	458	30-4
	4a	(PALE BEER) " / " /high spout	459	--
	5	(PALE BEER) Crowntainer/IRTP/silver trim	--	--
	5a	(PALE BEER) " / " /gray trim	--	--
	6	(PALE BEER) Right-eyed man/IRTP	460	30-3
	6a	(PALE BEER) " /no IRTP	--	--
	7	(PALE BEER) Left-eyed man/Mr. Boh by head/no IRTP	--	--
MISC	8	(BOCK BEER) Goat at upper right/IRTP	--	--
	9	(PREMIUM) Purple, orange & white/IRTP	461	30-1
	9a	(PREMIUM) " /no IRTP	--	30-2
	10	(PREMIUM) Crowntainer/purple, orange & white/IRTP	--	--
QUARTS	11	(PALE BEER) Quart/right-eyed man/contents at bottom/IRTP	959	158-9
	11a	(PALE BEER) " / " / " /no IRTP	--	--
	11b	(PALE BEER) " / " /no contents at bottom/IRTP	--	--
	12	(LIGHT BEER) Quart/left-eyed man/gold trim	960	--

12 oz cans

FLATS	13	(PALE BEER) Flat/right-eyed man/	1903	97-5
	14	(PALE BEER) Flat/left-eyed man/label on one side	1904	97-4
	14a	(PALE BEER) " / " /label on two sides	--	--
	15	(LIGHT BEER) Flat/man centered on label/gold trim	1905	97-6
	15a	(LIGHT BEER) " / " /silver trim	--	--
	16	(LIGHT BEER) No man/brand in gray/flat & tabs exist	1906	97-7
	16a	(LIGHT BEER) " /brand in white/ "	--	--
	16b	(LIGHT BEER) " /brand in silver/ "	--	--
	17	LABEL TRANSITION CAN/steel/flat or tab	1907	97-8
ALUMINUM	18	LABEL TRANSITION CAN/alum/NEW ALUMINUM CAN at top	--	97-10
	19	Aluminum/red/thick silver bands/NEW ALUMINUM CAN at top	--	--
	20	Aluminum/red/NATIONAL BOHEMIAN in gray	--	--
	21	Aluminum/chevron style/NEW ALUMINUM CAN at top/dark seal	--	97-9
	21a	" / " / " /light seal	--	--
	22	Aluminum/3-piece/chevron/NEW ALL ALUMINUM CAN at bottom	--	--
	22a	" /2-piece/ " / "	--	--
TABS	23	Chevron/maroon/dark shaded seal/contents opposite seam	--	97-12
	23a	" /red/pink shaded seal/ "	--	--
	23b	" / " / " /contents along seam	1908	97-11
	23c	" / " /white shaded seal	--	--
	24	Label sideways/3-piece steel/gold letters on bands	1915	97-13
	24a	" /aluminum/ "	1916	--
	24b	" /2-piece steel/by National	--	--
	24c	" / " /by Carling National	--	--
	25	Label sideways/2-piece steel/ALL NATURAL LIGHT BEER	--	--

12 OUNCE CONES

1



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3A

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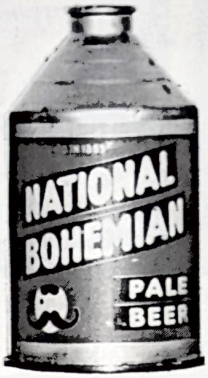

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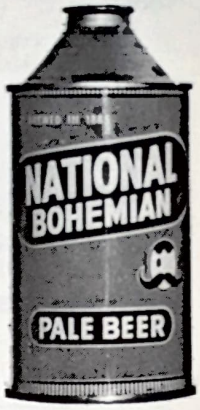

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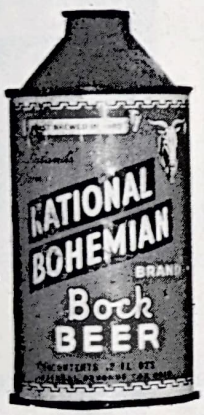

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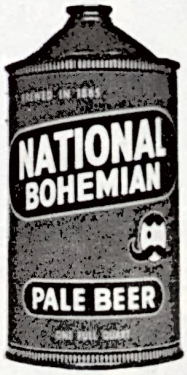
QUARTS



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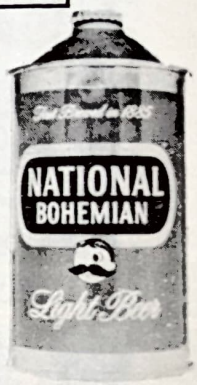

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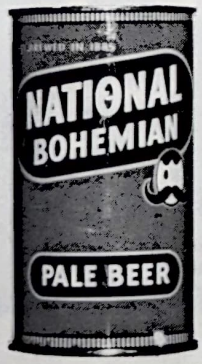
FLATS-TABS



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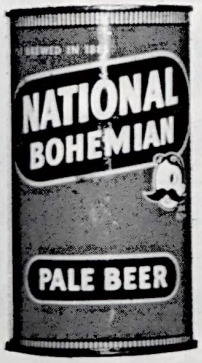

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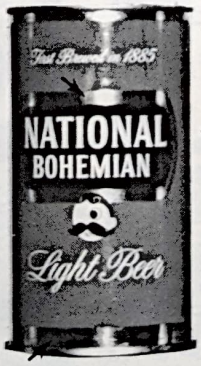

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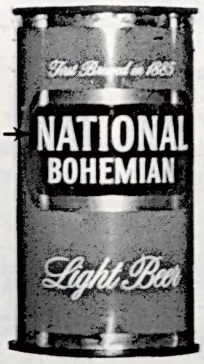

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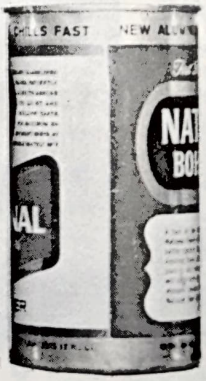

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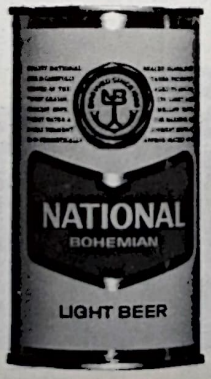

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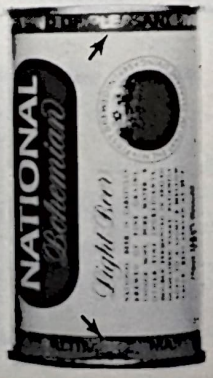

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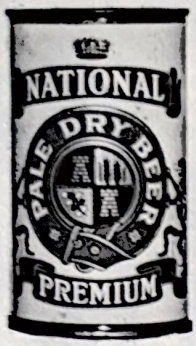

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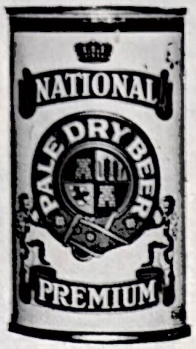

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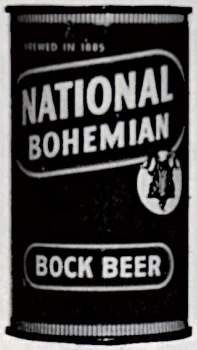

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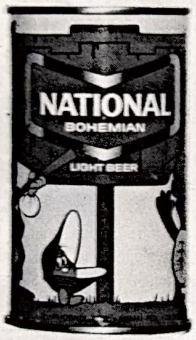

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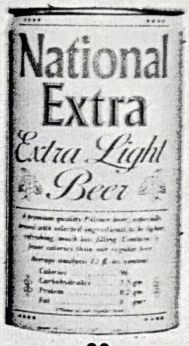
TEST CANS

37



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MISC

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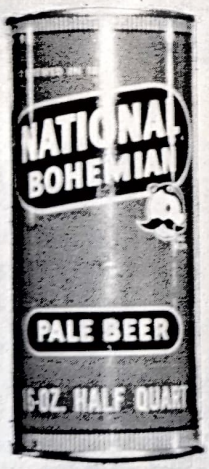

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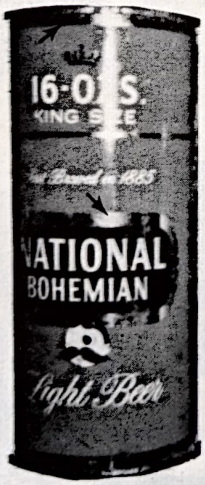

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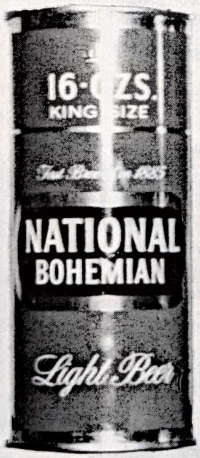

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16 OZ

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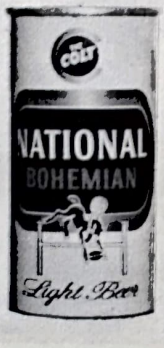
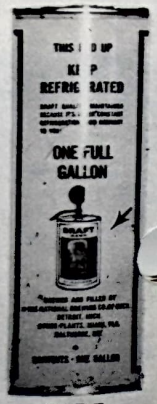
7 & 8 OUNCE



GALLON



SIDE

12 oz cans

26	TRIPLE CROWN WINNERS/multi-color/cream background	--	--
26a	" / " /white background	--	--
PREMIUM			
27	(PREMIUM) Flat/purple, orange & white/large label-one side	--	97-19
28	(PREMIUM) Flat/purple, orange & white/small label-one side	--	--
28a	(PREMIUM) " / " /small label-two sides	1917	--
29	(PREMIUM) Tab/steel/embossed design and letters	1918	97-20
29a	(PREMIUM) " /aluminum/by National	1920	--
29b	(PREMIUM) " / " /by Carling National	--	--
BOCK			
30	(BOCK) Flat/red-black/goat under right side of label	--	97-14
31	(BOCK) Flat/red-black/goat centered under label/gold trim	1909	--
31a	(BOCK) Tab / " / " /gray trim-white goat	--	--
31b	(BOCK) " / " / " /silver trim	1910	97-16
32	(BOCK) Tab/chevron/red-black/goat above chevron	1911	97-15
TEST & BANKS			
33	Bank can/BALTIMORE ORIOLES 1970 SCHEDULE on back/chevron front	--	--
34	Bank can/chevron/SEASON'S GREETINGS within chevron	--	--
35	Bank can/chevron/cartoon can/multi-colored	1912	97-17
36	Test can/Flat/brand on red background/brown at top & bottom	--	--
37	Test can/tab/aluminum/NATIONAL PREMIUM	1921	--
38	Test can/tab/aluminum/NATIONAL EXTRA.../gold-red-black	--	--
MISC			
39	(DRAFT) by National, Miami	642	60-28
39a	(DRAFT) by National, Baltimore	--	--
40	(SPORTSMAN ALE) Flat/green-gold trim/by National, Detroit	1922	9721

odd size cans

16 OUNCE			
41	(PALE BEER) 16oz/man on right/16-OZ. HALF QUART at bottom/flat	--	143-26
42	(LIGHT BEER) 16oz/man centered/16-OZS. KING SIZE/silver trim/flat	--	--
42a	(LIGHT BEER) " / " / " /gold trim/ "	--	143-27
43	(LIGHT BEER) 16oz/no man/16-OZS KING SIZE/flat	--	143-28
44	(LIGHT BEER) 16oz/silver trim/SIXTEEN OUNCE ½ QUART/gray trim/tab	--	--
44a	(LIGHT BEER) " / " / " /silver trim/ "	--	--
45	Chevron/16oz/SIXTEEN OUNCE ½ QUART/dark print	--	143-29
45a	" / " / " /light print	--	143-30
46	Label sideways/16oz/3-piece steel/gold print on bands	--	--
46a	" / " /2-piece steel/cream print on bands	--	--
47	Drinking Cup/16oz/PRINCETON UNIVERSITY 1969 REUNION	--	143-31
7 & 8 OUNCE			
48	7oz/steel/THE COLT inside squat C/flat	--	166-17
48a	" / " /THE COLT inside round C/ "	--	--
49	7oz/aluminum/THE COLT inside round C/punch	3075	166-18
50	8oz/chevron/tall can	3076	166-19
50a	" / " /short can	3077	165-33
51	8oz/label sideways/steel/tall can	3079	166-20
51a	" / " /aluminum/short can	3078	165-34
GAL.			
52	(DRAFT) Gallon/by National, Baltimore	--	162-8
52a	(DRAFT) " / " ,Detroit/tapper shown on side	G-5	--
52b	(DRAFT) " / " ,Baltimore/ "	G-6	--

Chapter Brewings

by Jim McCoy #136

A collection of this 'n' that taken from recent issues of BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.

"GIVE ME LIBERTY OR GIVE ME A DREWERY'S!"

If you are fortunate enough to have some silver Drewry's cans amongst your trading stock that match the description of these pages and reference numbers from the "Bible", Page 63 #654; "Beer Cans Unlimited, Page 60 #40, this may be your lucky day. Take one of those common Drewry cans and lightly scratch the surface in some inconspicious spot. If the color green appears secure some laquer thinner and automobile rubbing compound. Find a soft cloth and then immerse the entire Drewry's can in the laquer thinner and soak it for awhile. Watch it carefully because I don't know how long to soak it. Then with your soft cloth apply some rubbing compound. Starting near the seam, begin to gently rub. VERY GENTLY! As you continue to remove the Drewry's label a beautiful transformation will unfold. If you are careful a "Patrick Henry Malt Liquor" will appear. My source of information told me it took him three hours to do one can.

Rock Chapter

ANYONE FOR STARTING THE O.C.C.A?

If anybody is thinking about starting an oil can collection may I suggest that they start dumping for old oil cans in the New England States. Up there I think that the people drink oil like some people drink beer (hi Dick) as there were all kinds of oil cans with names some might remember, such as Tydol, Veedol were some of the more common ones we found. Then there were those with names such as Golden, Regent, Yankee (not the beer) Oils Head, Wolfshead Oil Start just to name a few, just think of the collection you could start off with, plus getting traders of most of them (who you could trade with I don't know, but if there are idiots collection beer cans there must be some collecting oil cans) and really form a club. I'm just sorry that I didn't think about writing down all the names of the oil cans I came across, those I mentioned are just some I remembered. Next time I will take a pencil and paper and jot down the names.

Big Beer Brotherhood

SOMETHING-YOU-ALWAYS-WANTED-TO-KNOW-BUT-WERE-AFRAID-TO-ASK DEPARTMENT.

Do you know why there were lids on the early beer steins?
It was the law! A 16th century law required that all steins have lids to keep flies out of the brew.

Packer Chapter

IN THE YEAR 725, THE FIRST CHAPTER OF A.A. WAS FORMED IN GERMANY!

In the year 724 almost all German beer was produced by monks and nuns and according to the records, "every monk and nun was entitled to five liters a day." That's nearly six quarts a day!

Packer Chapter

BEER CANS HAVE NO VALUE!

I just got a call from Orville Rosencrans. He tried to insure a case of cans at UPS today, and was told if they were lost, UPS wold only refund the amount of postage. He called the central L.A. office for clarification and a supervisor told him beer cans have no value. Orville tried to explain the status of collecting to the supervisor, without success. The supervisor said if a valuable, rare twenty-dollar gold piece is lost by UPS, their insurance will only refund $20.00 (face value). This is certainly worth considering if you're going to mail a prized can via UPS.

Golden State Chapter

AGREE OR DISAGREE?

Purely Personal ... Why do we need all these private labels? The people that private label, both the retailer and the brewery seem more intent on selling cans than they do in selling beer. The only way to counter this is refuse to play their silly game.

Rainier Chapter

WHY NOT TRY THIS IN YOUR NEXT CHAPTER NEWSLETTER!

Bill will also be in charge of a chapter Want Ads which will consist of lists submitted by individual members of their most wanted cans and also of cans which they have on hand to trade. The idea here is to stimulate trading within the Chapter so that we can add to our collections and give Chapter members a shot at good cans which might otherwise go elsewhere.

Rainier Chapter

STAY TUNED FOR FURTHER DEVELOPMENTS!

The wonderful wonderful people that run Rainier have decided (for the moment) to only issue a 100-anniversary bottle. The reason being is that beer wasn't canned 100 years ago! Really in-depth thinking. Some of the same wonderful thinking that made them sell out to Heileman. Maybe they will change their minds.

Big Beer Brotherhood

I FOUND IT.

The worst General brand of all, that is. Jeff Stotler and Dale Bramlette traded for full Soul Malt Liquor cans at the Las Vegas Mini Canvention last month. We chilled it and all took a sip at the Saturday night banquet. Well, at least the rest of the Canvention was great. Now I know why Soul Malt Liquor never replaced Country Club.

Golden State Chapter

NOT TO MENTION HIS P & L STATEMENT!

A Dearborn, Michigan theater owner sells and allows patrons to take cocktails and beer to their seats, he says it makes movies more attractive.

Keystone Chapter

CANS STOLEN!

Late in March, Chuck Crewson (#6779) of Upper St. Clair discovered that over 80 of the most valuable cans in his collection had been stolen. Chuck has lists of the missing cans available, so if you know of anyone who has suddenly "acquired" a number of rare cans, please contact Chuck.

Olde Frothingslosh Chapter

CHANGES COMING FOR BUCKHORN.

Any of you that can, suck up on the new Buckhorn (from Olympia with the three Bucks). It's been declared illegal, by the Washington State Liquor Board. Seems it has the word saloon on it. Since the can and the beer(?) are made in Washington there is going to be a change.

Big Beer Brotherhood

FOR THE PRICE OF TWO CANS, WHY NOT BUY A SIX-PACK AND WATCH THE GAME ON THE TUBE!

The Pittsburgh Stadium Authority approved a beer price increase at the Three River Stadium but rejected increases on hamburgers, popcorn and soft drinks. Price increased from 75¢ to 80¢ per can of beer.

Keystone Chapter

SOMETHING TO KEEP IN MIND.

If you haven't mailed a package recently, you may not know that the post office won't accept packages sealed with masking or cellophane tape. These tapes peel and curl easily. Use only reinforced tape or brown kraft paper tape to save a trip back home to reseal the package.

Big Beer Brotherhood

OLYMPIA UPDATE

In the last issue we reported that the Olympia Brewing Co. was developing three new brews. Now Richard D. Harvey, Olympia's senior vice-president of marketing has acknowledged the fact that one new brew will be a super premium and one a dark or bock beer.

He said a new beer is expected to be in test by June or July and another by September or October.

Packer Chapter

HERE'S WHAT'S HAPPENING WITH THE HORLACHER BREWING CANS.

The way it stands now, the 85th anniversary can will not be run again. Crown, Cork, and Seal is now making the brewery's cans. This is why the recently obsolete can has been re-issued. Rather than have Crown begin on the 85th at this late date, the latest word, direct from the brewery is that the wording will be changed to make the next run an 86th Anniversary commemorative. No need to tell you what to do with those 85th cans you might have. I've been told by the brewery that only one shipment, of less than 5,000 cases was filled, before American Can cut off the supply for good.

Of other interest, No Brew II, or Imperial Pilsener cans have been filled for six months. Brew II is definitely dead, (both colors) and if Imperial is again canned, plans call for a major label change.

Horlacher Chapter

SOME THOUGHTS ON PLANNING A CAN THROW CONTEST FOR YOU CHAPTER.

Hey John, lets keep the contest an empty can throw for a couple of good reasons. 1. empty cans can't be thrown as far which not only makes it easier to measure but also requires us to have a smaller clearing in the woods in which to throw. 2. full cans have a great tendency to burst open after hitting the hard ground, which would of course require a bunch of full ones, and I have better plans for the full ones. 3. after being on the measuring team last year and dodging m.t. cans the idea of ducking full ones is frightening.

Big Beer Brotherhood

FRUSTRATIONS ON A WINTER DAY

We came upon a little dump ... It was hiding behind a very large clump ... The clump was white and very cold ... But as we dug, lo and behold ... We found a can all covered with rust ... We scraped and scraped and removed lots of dust ... After much work, we were just about able ... to see the start of a bright orange label ... We got the can home and left it to soak .. Pulled the can out and saw "Let's have a Coke ...

submitted by 5420½

FIRST PATENT FOR A BEER CAN

John Leon Bennet was truly a man for one season - summer. In his earlier years Bennet patented several improvements on that handy device, the wire fly swatter.

Then, at a 1934 Chicago luncheon, the 60 year-old Bennet had a sudden brainstorm. Excitedly, he told his companions that they could market their product in a new way - in cans. The diners laughed. What a ridiculous way to sell beer. But by 1937, Bennet had obtained the first patent for a beer can. Bennet spent his later years in Illinois, but was born and raised in Newark, Ohio. (Columbus Monthly).

Valley of Flowers Chapter

BETTER CHECK THAT CRITTER OUT FIRST, HOWEVER!

It is commonly believed that when dumping, total care should be taken to avoid, at all risks, snakes. If you should happen to come across a snake it is believed that your natural instincts should take over and you should "RUN LIKE HELL." Well, I hate to break your bubble but hear me out.

While roaming through Alabama we dumped, as you have already read or will read later in this issue, 2 very large snakes. Now before I go further, let me assure you, yours truly likes snakes as much as he does Bubonic Plague. Anyhow, once rid of the 2 split tongued demons, we came across Vikings, Chevy Ales and Cooks 500. Seems they guarded some pretty nice cans, HUH!

It was therefore, suggested that when dumping, if you should run across a snake, don't "RUN LIKE HELL, DIG LIKE HELL", because there are bound to be good cans there.

Speaking personally and being of sound mind and judgement, (I think), I can assure you this is one dumping rule that from here on out I fully intend NOT to follow.

Rock Chapter

IF IT CATCHES ON, RON MOERMOND WILL PROBABLY START COLLECTING CINDER BLOCKS!

Most collectors do have side collections of other breweriana items, but I think one of mine is the oddest of all. I save brewery bricks. That's right, bricks. I don't know if it will ever catch on as a major collectable, it sure would be expensive trading by mail, or even going to a trade session. Lugging all those traders would sure cause alot of hernias. I have bricks from 9 brewerys so far and since there really is not a market for them, I know they are all originals. One problem with this becoming a major collectable is how can you tell a brewery brick from any other brick! I know they are real, and they do make for conversation with visitors to the can room.

Playboy Chapter

LIGHT ON, BROTHER!

So far we've had Light, Lyte, Lite, Natural Light, Extra Light, Special Light and even sometime back a Not So Light. Now from Carlings-O'Keefe come Highlight. I guess from here we can go to Almost Light, When It's Light, Half Light, Before Light and I Think It's Light.

Big Beer Brotherhood

Plan to attend
CANVENTION VIII
MILWAUKEE
SEPT. 21-24, 1978

THE PHOENIX CAN

By Fred & Paul Budzinski

John Kohler established a small brewery in 1868 with a capacity of 5,000 barrels per year. It was located at the corner of Eighth and Water Streets in West Bay City. It operated under the name of the West Bay City Brewing Company. The company grew and by 1896 the capacity increased to 12,000 barrels per year.

A fire in 1898 completely destroyed the works, but the company rebuilt at 408 Arbor Avenue near Main Street. It was from the fire that the new name of the company came. The company was given the name PHOENIX, which means "arising from the ashes". The new company had a capacity of 20,000 barrels. They were known for their famous HIGH GRADE, "the brand that is always the same".

Prohibition in 1917 stopped beer production. In 1933 Prohibition finally came to an end and Hans Behrens started to reorganize the Phoenix Company in partnership with Fred Vollbrecht. The company employed 21 people and had a payroll of $30,000.00 a year.

Cone top cans were introduced to the Phoenix Brewing Company approximately in 1942, but the need for metal during World War II soon stopped their production. At this time Jim Bladecki was the head of the bottle and canning department.

In 1943, the yearly capacity was 35,000 barrels of beer which were produced under the trade name 'Phoenix Beer'. Things seemed to be going well, but only 9 years later in 1952, the local brewery became unable to compete with the larger and nationally advertised products. The company closed its doors and stopped production for the final time. According to Mr. Emmons Reigel, President of the company at the time of its closing, there were 768 large and small breweries in the United States. In 1975 this figure was reduced to only 37 large breweries.

All in all the company, under the trade names of the West Bay City Brewing Company and the Phoenix Brewing Company, was engaged in the brewing process for 68 years. Out of these 68 years, beer was only canned for about one year. To our knowledge, because of this short period of can production, there are about 100 or less Phoenix cans in existence today.

Schmidt-Schaefer Battle: 'Trying to Survive in Sea of Suds'

Analysis

On April 26, 1976, William Pflaumer acquired 100 percent of C. Schmidt & Sons Inc., a 115-year-old Philadelphia brewery, for a price of $15.9 million.

What was unusual about the sale was the fact that Pflaumer used only $150,000 of his own money.

It seems that Pflaumer, a convicted felon who started his climb in 1959 as a Philadelphia beer distributor with nothing more than one truck and $7,000 in capital, financed the purchase using Schmidt's own assets as collateral.

And now, it's happening again.

Although Schmidt is in dire financial straights, Pflaumer is wheeling and dealing his way into still another takeover — this time targeting an even bigger fish, the F&M Schaefer Brewing Co. of New York. Now, he is trying to finance a $6 million deal with $250,000 up front.

BUT SCHAEFER, which is also experiencing serious financial problems, is fighting the action in federal court in New York.

According to one courtroom observer, "It comes down to two punch-drunk brewers trying to survive on a sea of suds."

Testimony in the case has highlighted the inner workings of the two companies, bringing to light the severe problems they face as regional breweries and providing rare insights into the present and future of the beer industry.

The war for control of Schaefer began April 3, when Pflaumer signed an agreement with Citibank to acquire 29 percent of Schaefer's stock.

Under the terms of the agreement, Schmidt would pay $6 million for $20 million worth of notes held by the bank that would be convertible into 792,232 shares of Schaefer common stock. Pflaumer would pay the bank $250,000 right away, another $500,000 at the time of closing, and the rest in yearly installments. The deal was supposed to close April 24.

But on April 11, Schaefer filed suit in U.S. District Court in Manhattan charging Schmidt with violation of the Sherman and Clayton antitrust laws, and also charging that Schmidt really was attempting to gain ultimate control of Schaefer because it also was trying to acquire additional stock from another source.

That "other source" was investment bankers R.W. Pressprich & Co. Inc. Pflaumer was offering $3 a share for Pressprich's 160,000 shares in Schaefer — an additional 8 percent.

JUST WHERE Pflaumer is planning to get the cash for these acquisitions remains a question mark. In a filing with the Securities and Exchange Commission, Schmidt says it will finance the purchases from "working capital or borrowings (which have not been arranged)."

In the same filing, Schmidt admits that "the transactions are intended to serve as a first step in the acquisition of control of the operations of (Schaefer)."

On that day, Schaefer President William Schoen wrote an angry letter to Citibank chairman Walter Wriston, charging that the sale "puts our company in serious jeopardy." Schoen was particularly irritated because the sale was being made by the trust department of the bank, while at the same time the commercial side of the bank is "a large lender to our company, and has been for some time . . . (and) they have been very supportive over some difficult periods."

In any event, a federal judge issued a temporary restraining order April 13 that prevents the closing of the deal pending court hearings, which are still going on.

In early testimony during the trial, it was revealed that Schmidt may be on the brink of bankruptcy. Pflaumer admitted in court that liabilities currently exceed assets at Schmidt by $6 million or $7 million, and his company is in a negtive working capital position — raising serious, and still unanswered, questions as to how he hoped to finance further acquisitions.

Pflaumer also said that, unless he is able to acquire Schaefer or some other volume brand, Schmidt will be out of business in two years. In detailing the financial woes of Schmidt, Pflaumer said Maryland National Industrial Finance Corp. of Baltimore could effectively "pull the plug" at any time on Schmidt, which owes the finance company "many millions of dollars."

IN QUESTIONS to Schmidt president William Elliot, Schaefer attorneys tried to establish that one of the main attractions of Schaefer was its new ultra-modern Lehigh Valley plant in Pennsylvania.

The testimony of Schaefer executives also has provided several items of interest. Though he denied that Schaefer was on the selling block, Schoen said mergers had been discussed with other companies.

Olympia Brewing Co. had offered to purchase virtually all of Schaefer for $65 million in September 1977, Schoen said. He added that Miller Brewing Co. and Z. Heilman Brewing Co. also discussed the possbility of buying the new Lehigh Valley plant, and Schaefer was actively pursuing "the possibility of a merger with Pabst brewing."

In an ominous note, it was revealed that Schaefer is planning to shut down its Baltimore brewery and shift that production to Lehigh Valley. That is bad news for Baltimore, which only recently learned that Carling is closing its brewery there.

It also was revealed that Schaefer is planning to test market a new product in June, but the details of venture were deemed confidential.

SCHMIDT COUNTERS Schaefer's charges that a takeover by Schmidt would violate antitrust laws with what is called "a failing company" defense.

Schmidt is claiming that because Schaefer is also on the verge of going down the tubes, it is permissible for it to be taken over by another firm in the same business. In its 1977 annual report, Schaefer states that income for that year was $910,000 on sales of almost $200 million, but the company's deficit stands at nearly $20 million.

Schaefer's story, and Schmidt's story for that matter, are textbook examples of what has happened to the regional beer business.

In Philadelphia, for example, there were 42 family-owned breweries during the 1950s. Today, there are two.

And only last week, former Federal Trade Commission official Willard Mueller told the Senate antitrust subcommittee that the future looks grim for all the beer companies except Anheuser-Busch and Miller. He said he expected the two giants to have nearly half of all beer sales by 1980.

THE PITIFUL struggle between financially strapped Schmidt and Schaefer is only one example of a dying breed of brewers fighting for their lives. The battle has degenerated, at times, to a vicious personality clash.

Oddly enough, it may take someone with Pflaumer's ability to turn a quick deal to save any remnants of either brewery.

The same man who managed to spend some $15.9 million to buy his first brewery by using only $150,000 of his own cash may have to spend only $1.2 million in cash to buy one of the most modern breweries in the world — worth an estimated $70 million.

The Washington Post

HOUSE BRAND SPECIALTY

By Rick Baugher #3980

Sooner or later the avid beer can collector is faced with a tough choice--collect everything in sight and build an addition to the house or specialize. Most of us, I'd suspect, end up choosing the latter to varying degrees.

So then, what kind of specialty? There are cans from one country, one region, one state, one brewery, one brand, one size, tabs, flats, cones, ales, bocks, mints, IRTP's, scenes, themes, series, cans of a certain color, letter, etc., etc.

If none of the above catch your fancy, and you're into obscure things like reading the fine print on side panels, try specializing in house brands (private labels). The rules are simple. For a can to be included in this category the name of the wholesaler, retailer, grocer or whatever must appear somewhere in print on the can. Watch out for pseudo-house brand though. The name of the company for which the beer was made must appear on the can.

The advantages of this specialty are numerous:

1. House brands help pinpoint exactly where a particular brew was sold.
2. House brands vividly point out a rapidly closing era in the beer industry, i.e. the presence of the little guy. In this case the little guy was the town grocer or the corner liquor store owner who could get himself a batch of cans with his very own name.
3. House brands, by their limited distribution, tend to be desirable collectables. There are enough oddball labels to challenge the advanced collector, yet the beginner doesn't have to feel excluded. Shortstop and A & P are still going strong.
4. House brand collecting helps foster interest in the whole can, not just the pretty face. We learn to appreciate the back sides of our cans.

Without further ado, here's a partial list of California brewed house brands (and only because I'm more familiar with these. It would be interesting to see listings from other regions also.) Cans are listed alphabetically by brewer.

BRAND		BREWER	PRODUCED FOR	DECADE
Oldbru	(pt)	Burgermeister	Pantry Pride	70's
Gold Age	(ct)	El Rey	Banner Products, San Jose	30's
Tornbergs Old German	(ct)	El Rey	Consumers North Star Bottling,SF	30's
Glory B	(ft)	General	Pacific Coast Grocery, SF	30's-40
Ft. Sutter	(ft)	Globe	Bert McDowell, Sacramento	30's
Acme	(ft)	Grace Bros.	Bohemian Distributing, LA.	50's
Bull Dog ML	(ft,pt)	Grace Bros.,Maier, Gen.	Bohemian Distributing, LA.	60's-70
Club House	(ft)	Grace Bros.	SF Grocery, S.F.	50's
El Rancho	(ft)	" "	United Grocers, SF	50's
Gold Medal	(ft)	" "	United Grocers, SF	30's
Lagermeister	(ft)	" "	SF Grocery, SF	50's
Maid Rite	(ft)	" "	Kockos Bros., So. S.F.	50's
Tahoe	(ft)	" "	Equitable Cash Grocery, SF	50's
Velvet Glow	(ft)	" "	Mayfair Markets	60's
Brown Derby	(ft)	LABC, Rainier	Safeway Stores	40's
Super X	(ft)	Maier	Super X Markets	50's
Better Foods	(ft)	Pacific	Better Foods Mkts, LA	50's
B & B	(ct)	Rainier	Bert McDowell, Sacramento	30's
Salute	(ct)	Rainier	Terminal Liquors, SF	30's
Leidigs German Style	(ft)	Regal Amber	LH Leidig, Salinas	30's
Pilsen Brau	(ft)	St. Claire	James P. Keating, Sacramento	30's
Alpen Glen, Glow	(ft)	SF BC	General Enterprises, SF	30's
Brau Haus	(ft)	"	Consumers Bottling, SF	30's
Krug	(ft)	"	Martells Liquor & Cigar, SF	30's
Leidigs Pilsner Style	(ft)	"	LH Leidig, Salinas	30's
Rishwain	(ft)	"	Rishwain Bros. Stockton	30's
Willows	(ft)	"	General Enterprise, SF	30's
Wilshire Club	(ft)	"	Globe Bottling, LA	30's

Surprisingly,San Francisco Brewing Co. seems to outdistance everyone,including Grace Bros., in pre-war production of private labels. Not surprisingly, post war production was dominated by the brewing brothers from Santa Rosa. Evidently, SFBC opted not to can private labels in the post war period and to instead develop its big regional seller, Burgermeister. Noticably lacking in the house brand game is the West Coast label giant Maier.

We regret to report the recent death of Carl Hose #477.

The Emporium of Opportunities

Pithy Little Advertisements that are Interesting, Instructive and Profitable to Read, for they put you wise to the newest and best in the market and keep you in touch with the world's progress.

July 22	Badger Bunch; Little Suamico, WI; Arnie Schmidt #328
July 22	Greater Delaware Valley; Philadelphia, PA; "2nd Annual 'Ben Penn' Relays and Picnin"; Joe Kelleher, #7173 or John Ahrens, #9
July 23	McDonnell Douglas; Creve Coeur Park, Main Pavillion, 12 - ?; Warren Taylor, #175
July 23	KC's Best; Overland Park, KS, Antioch Park, Noon - 5 PM; Brian Retchless, #2602
July 26	Great Lakes; Round Lake, IL; Bruce Merevick, #12551
July 28-30	Three Rivers; Ft. Wayne, IN, Ramada Inn, Rt. 269 & IND 14; "2nd Annual Hoosier Hospitality Weekend", July 28, 1 PM to July 30, 4 PM. Friday Evening Hospitality Room by Falstaff; Camper Parking; Contact Al Brand, #1336
July 29-30	GERMAN ALPS FESTIVAL; Hunter Mountain, NY; Trading session co-sponsored by the GAF & BCCA as part of GAF annual celebration. See President's Message on Page 1 of the May - June News Report for more information.
July 29	Simon Pure; Cheektowaga, NY, Creekside Grove, 2669 Union, Rt. 277; "5th Anniversary Party & Super Swap Session", Noon - ?; Dick Rausche, #526
July 29	Regal; Miami or Ft. Lauderdale, FL; Bill Farrell, #3763 or Tom Ashton, #13537
July 30	Tidewater Champale; Norfolk, VA; "Super Swap & Picnin"; Duke Theiler, #13546
Aug 5	Genessee Valley; Rochester, NY, Powder Mill Park; "ist Annual Genessee Valley Summer Swap"; Rick Hoppe, #754
Aug 5	A-1; Flagstaff, AZ; Harold Mann, #10689
Aug 6	Badger Bunch; Racine, WI; Arnie Schmidt, #328
Aug 9	Bullfrog; Lake Zurich, IL; Joe Schweda, #4371
Aug 12	Sunshine; Bradenton-Sarasota, FL; Jerry Loer, #3474, Rusty Wyar, #666 or J. Holmes #3136
Aug 12	Windy City; Chicago, Il; Ron Jones #1236.
Aug. 13	North Star: Flandreau State Park, New Ulm, Mn; A $1.50 State Park Admission sticker is required. Bob Palmer #587.
Aug 13	Keystone; York, PA area; Bob Akers, #8433
Aug 13	Blue Room; DeKalb, IL; Rich La Susa, #609
Aug 13	Van Dyke; St. Charles, MO; Roland Mallinckrodt, #7057
Aug 13	Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
Aug 19	Horlacher; Emmaus, PA (south of Allentown), St. Anns Church, 10 AM - 4 PM, "2nd Annual Horlacher-Weekender Swap Session"; Don Feather, #9727
Aug 19	Mile Hi; Pueblo, CO; Dennin Hauptman, #6280
Aug 20	Central Dakota; Valley City, ND, Location TBA; Dave Nagle, #5591
Aug 20	Bluff City; Alton, IL, Rock Springs Park, 1 PM - ?; Thomas E. Fay, #3703 (Alton city ordinance forbids liquor of any kind)
Aug 20	Coal Cracker; Scranton, PA; Dave Thomas, #9777
Aug 23	Great Lakes; Round Lake, IL; Bruce Merevick, #12551
Aug 26	Heart of Illinois; Bloomington, IL; George Kitterman, #474
Aug 27	Packer; Brown County Reforestation Camp, "2nd Annual Picnic & Can Swap; Dennis Kleczka, #6048
Aug 27	Valley of Flowers; Florissant, MO, Bangert Park, Shelter #1, 1 - 4 PM; E. Sucher, #3247
Sep 10	Sangamon Valley; Decatur, IL; Kent Newton, #7100 or Rick Garner, #12218

Sep 10	Westmont; Westmont, IL, Union Hall, 10 AM - 6 PM; Richard Johnson, #9492
Sep 13	Bullfrog; Lake Zurich, IL; Joe Schweda, #4371
SEP 21-24	CANVENTION VIII; MILWAUKEE, WISCONSIN; HOSTED BY THE BADGER BUNCH
Oct 7	Goebel Gang; Niles, MI; "Apple Festival"; Fred Leidy, #1804 or Joe Benjamin, #2016
Oct 8	Van Dyke; St. Charles, MO; Roland Mallinckrodt, #7057
Oct 11	Bullfrog; Lake Zurich, IL; Joe Schweda, #4371
Oct 15	KC's Best; Belton, MO, Noon - ?; Brian Retchless, #2602
Oct 15	Great Lakes; Round Lake, IL, "Fall Thing"; Bruce Merevick, #12551
Oct 18	Lake Shore; Two Rivers, WI; Ron Ciha, #6090
Oct 21	Genessee Valley; Rochester, NY, California Brew Haus; Rick Hoppe, #754
Oct 21	Old Dutch; Lima, OH, Allen County Fairgrounds, "3rd Annual Fall Beer Can Exposition & Trade Session", 10 AM - 3 PM. Approx. 2 miles E. of Lima on SR 309, just off I-75; Dan Reinecke, #7551
Oct 22	Coal Cracker; Hazelton, PA; Dave Thomas, #9777
Oct 22	Hawkeye; Cedar Rapids, IA; Gary L. Fronk, #2506
Oct 25	Great Lakes; Round Lake, IL; Bruce Merevick, #12551
Oct 28	Regal; Miami or Ft. Lauderdale, FL; Bill Farrell, #3763 or Tom Ashton, #13537
Oct. 29	Tidewater Champale; Norfolk, VA, "Fall Can Haul"; Duke Theiler, #13546
Oct ?	Keystone; Possible trade session in Chambersburg, PA area; John Ridge, #6372
Oct ?	Chesapeake Bay; Baltimore, MD; Glenn Adams, #7344
Oct ?	Silver Foam; Jackson, MI; Ken Hawkins, #6830 or Paul Robinson, #5813
Oct ?	Schultz & Dooley; "2nd Annual Schultz & Dooley Fall Festival"; Gary Emery, #8049 or E. De La Fleur, #10219
Nov 5	Keystone; Lebanon, PA area; Bill Basehore, #6973
Nov 8	Valley of Flowers; Florissant, MO, Transfiguration Hall, 6 - 9 PM; E. Sucher, #3247
Nov 8	Bullfrog; Lake Zurich, IL; Joe Schweda, #4371
Nov 11	Heart of Illinois; Morton, IL, American Legion Hall; Norm Hermann, #3313
Nov 12	Blue Room; DeKalb, IL; Rich La Susa, #609
Nov 12	Wooden Shoe; Celina, OH, Carousel Ballroom, 10 AM - 3 PM, M. Olberding, #1882
Nov 19	KC's Best; North Kansas City, MO, Hills of Walden, 11 AM - 5 PM; B. Retchless #2602
Nov 19	Bluff City; Places, times, etc., TBA
Nov 30	Gateway; Brentwood, MO, American Legion Hall; Warren Taylor, #175
Dec 2	Sunshine; St. Petersburg, FL; Dick Evans, #6197
Dec 3	Hawkeye; Tama, IA; Gary L. Fronk, #2506
Dec 3	Van Dyke; St. Charles, MO; Roland Mallinckrodt, #7059
Dec 13	Bullfrog; Lake Zurich, IL; Joe Schweda, #4371
Jan 28 '79	Regal; "Southern Mini-Canvention"; Location TBA; Bill Farrell, #3763
Apr 7 '79	Smokey Mountain; "4th Annual Dump'n'Deal"; Gary Galyon, #13329 or Mark Dougherty #13036
Sep 6-9,'79	CANVENTION IX in Phoenix
Sep 1980	CANVENTION X in Hershev

Please mail all trade session info; suggestions; criticism & compliments to:

Mark C. Ferguson, #5836
1430 Cedar Crest Dr.
Huntington, WV 25705

P.S. I apologize to those of you who thought there was a trade session in Huntington on June 3rd. I thought I made it clear enough that it was my wedding announcement, but apparently, a few of you were misled, so, again, please accept my apology.

Directory of Local Beers

ILLINOIS: Desplaines (continued)

Buckhorn
Champagne Velvet
Champale
Champale Pink
Colt 45 Malt
Country Club Malt
Drewery's
Dubois Bock
Dunkel Bier
Edelweiss
Falstaff 96
400 Beer
Grain Belt
Grain Belt Premium
Hamm's
Meister Brau
Michelob Light
Metbrew Near Beer
Milwaukee Premium
Old Bohemian Cream Ale
Old Bohemian Bock
Old Bohemian Light
Old Chicago Dark
Old Chicago Lager
Old Crown Beer
Old Heidel Brau
Old Timers, Wisconsin
Olde English 800 Malt
Olde Frothingslosh
S G A
Special Export
Star Beer, Dubuque
Stroh's
Triumph Light
Tuborg Gold
Wiedemann
Wisconsin Club
Wisconsin Gold
Wisconsin Premium
Zing
Zodiac Malt
Hamm's Draft
Old Style

Where to Buy: Rothchilds Liquors, Some Grocery stores, local drug stores

INDIANA: Columbus

Falls City
Hamms
Hamms Keg
Weidemans
Schmidt (Scenes)
Strohs
Drummond Bros.
Oertels 92
Colt 45 Malt
Old Style
Ballantine
Kingsbury Brew
Rolling Rock
Old Milwaukee
Sterling (race Horse)
Sterling
Schlitz Malt
Wisconsin Club

Where to buy: Most Super Markets & Package stores, Thrifty Mart, Bottle Shop.

NEW JERSEY: Northern Area

American
Arrowhead
Augustiner
Billy
Bosch
Breunig's
Bub's
Buckhorn
Buffalo
Chippewa Pride
Cold Spring
Country Club
Dubois Light
Falstaff (J. Adams)
Dubois Bock
Fox Deluxe
Fyfe & Drum
Gambrinus Gold
Gemeinde Brau
Gluek
Goetz Near Beer
Grain Belt
Hamms
Heileman Light
Horlacher Gold
Horlacher 85th
Horlacher Hex
Iroquois
Jax
Kaier's
Karlsbrau
Kegle Brau
Keystone Country
Koch's
Leinenkugel's
Liebotachaner
Lucky Bock
Magna Carta
Master Brew
Mark V
Maximus Super
Mustang
Northern
North Star
Old Bohemian Bock
Old Dutch
Old Froth. Multi
Old Frith. Parade
Old Froth. Railroad
Old Froth. Dock
Old Frothingslosh
Old German
Ortlieb's Light
Ortlieb's Bock
Oyster House
Pearl Light
Pearl Light
Pink Champale
Point View Hotel
Rainier
Robin Hood
Seven Springs (green)
Seven Springs (brown)
Stroh's
Texas Pride
Utica Club
Valley Forge
Walter's
WEIR Radio
Western
White Label
Wisconsin Old Time
Wiedemann
Yuengling
Zing Near Beer

ILLINOIS: Calumet City

Augsburger
Atlas Prager
Ballantine Ale
Ballantine Draft
Bavarian Club
Buckhorn
Braumeister Bock
Braumeister
Bosch
Carlings Black Label
Carlings Red Cap Ale
Champale
Champale Pink
Colt 45
Country Club Malt
Chippewa Pride
Drummond Bros.
Edelweiss
Falls City
Falstaff
Goebels
Goetz Near Beer
Gold Label
Grain Belt
Grain Belt Premium
Hamms
Hi Brau
Huber
Huber Bock
Horlacher
Hop n Gator
Hamm's Draft
Kingsbury
Kingsbury Near Beer
Koehler
Leinenkugel
Lucky Lager
Lone Star
Meister Brau
Michelob Light
Old Chicago
Olde Frothingslosh
Old German
Old English 800
Old Bohemian Cream Ale
Old Dutch
Old Bohemian Bock
Oyster House
Pfeiffer
Peter Hand 1891
Pearl Light
Point View Hotel
Rhinelander
Regal Brau
Rhinelander Bock
Schaefer
Schmidts
Special Export
Stroh's
Storz
Seven Springs
Schell's
Sterling
Steel Valley
Sierra
Old Style Lager
Billy Beer
Dunkel Bier
Keystone Country
Master Brew
Van Merritt
Wiedermann's
Wisconsin Club
Picketts
Pearl
Andecker
Pulaski Piwo
Red White Blue

Where to buy: Foremost Liquors - owner is new member #16935

ILLINOIS: Centralia

Falls City
Heilman Light
Billy
Cooks Goldblume
Drummond Bros
Texas Pride
Champagne Velvet
Hamm's
Hamm's Draft
Pearl
Pearl Light
Schlitz Light
Busch Light
Miller Light
Sterling Kentucky Derby
Pabst Extra Light
Stag
Schlitz
Schlitz Malt
Country Club Malt
Goetz Near Beer
Old Style
Colt 45 Malt
Pfeiffer
Old English 800
Jax
Huber Bock
Griesedieck Bros.

Where to buy: Johnson's Liquors, Lincoln Liquors, Party Liquors

ILLINOIS: Desplaines

A/B Natural Light
Alps Brau
Ballantine
Ballantine Ale
Ballantine Draft
Billy
Black Label
Blatz
Braumeister
Braumeister Bock
Breuning
Bub's
Heileman Light
Hi Brau
Hop N Gator
Huber Bock
Kingsbury Beer
Kingsbury Near Beer
Leinenkugel
Leinenkugel Bock
Lite
Lone Star
Magna Carta Cream Ale
Master Brew
Picketts
Prager, Atlas
Red, White & Blue
Rhinelander
Rhinelander Bock
Royal Amber
Schell's Beer
Schell's Bock Beer
Schmidt Select Near Beer
Schmidt Beer
Schmidt Draft
Seven Springs

NEW YORK: Buffalo

Krueger Beer
Pulaski Piwo
Black Horse Ale
Kochs Beer
Koehler Beer
Utica Club Cream Ale
Utica Club Light Beer
Schmidts Light Beer
Old Viena Beer
O'Keefe Ale

PENNSYLVANIA: Hummelstown

Visit West End Tavern, 401 N. Main St.

PENNSYLVANIA: Wilkes-Barre

Genesee Cream Ale
Genesee Beer
Gibbons Beer
Gablingers
Gambrinus Gold
Hamm's
Iron City
Knickerbocker
Koehler
Liebotschaner Cream Ale
Miller Lite
Michelob
Mark V
National Bohemian
Old Milwaukee
Oyster House
Ortliebe
Olde Frothingslosh
Piels Real Draft
Point View Hotel
Reading
Rams Head Ale
Rolling Rock
Robin Hood Cream Ale
Rheingold
Stegmaier
Schlitz Bock
Schaefer
Strohs
Schmidts Bock
Tuborg Gold
Tech
Utica Club
Yuengling
Magna Carta
Colt 45 Malt
Pulaski Piwo
Andekar
ABC Premium Ale
Ballantine Ale
Ballantine Lager
Bergheim
Bartels Beer
Blatz
Billy Beer
Carling Black Label
Coor's
Fyfe & Drum

Where to Buy: Case Beverage, Main & Page Sts, Kingston, PA

TEXAS: Dallas

Pearl
Pearl Light
Jax
Atlas Prager
Lucky Lager
Lucky Bock
Colt 45
Michelob Light
Billy (Pearl)
Champale
Pink Champale
Schmidt Select
Ballantine Ale
Ballantine Lager
Tuborg Gold
Lone Star
Lone Star Draft
Falstaff 96
Berghoff 1887
Country Club
Regal Select

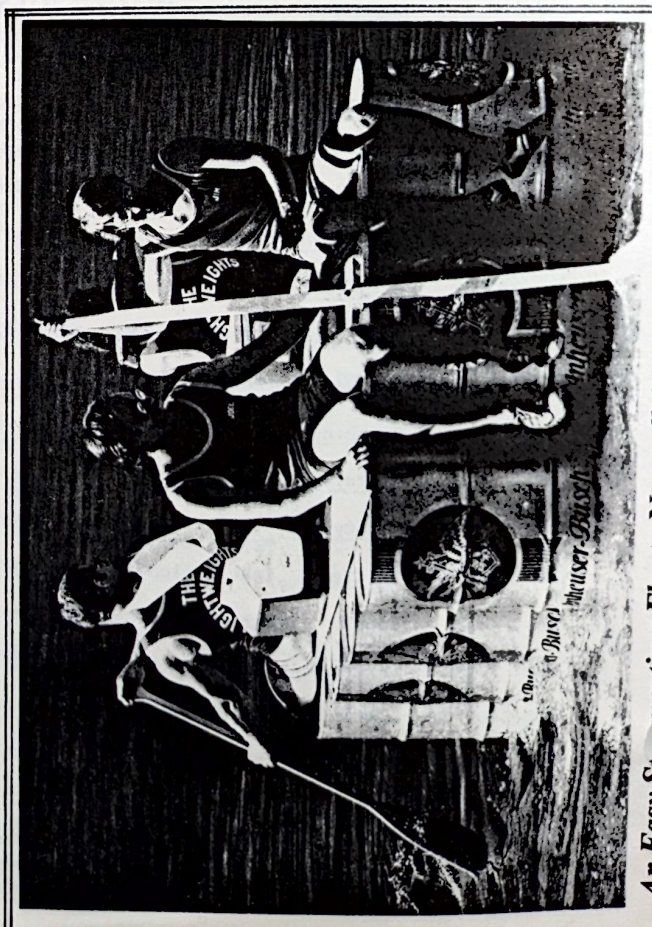
Where to buy: Red Coleman's, Warehouse Liquors, Centennial Liquors

Thanks to the following contributors:

B. Vesolowski #16935; David Schlictman #16733; Leonard Dicker #9598; Rusty Wiltsey #6360; J.A. Kerr #10964;Mike Sandretto #950; Lamar Brosius, #14114; James Susek #15762; Philip Stayman #16085.

Contributions for this column were rather scarce for this issue and there are still an awful lot of places we have not heard from. If you would like to help send a list of the local and regional beers available in your area and a brief idea of where to buy them. Thanks.

John Singer #13136
454 Quentin
Aurora, Colorado 80011



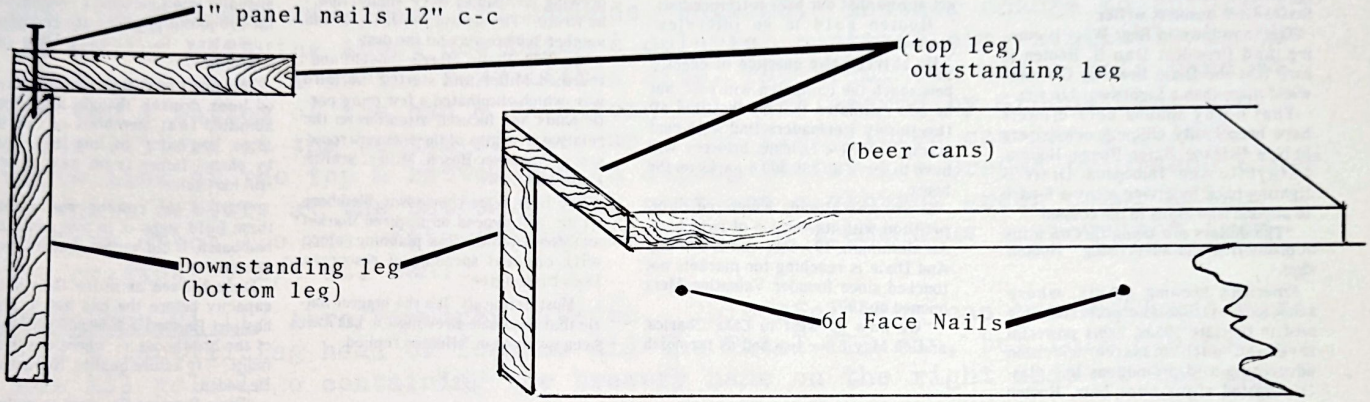
An Easy Sportime Float - Naturally!

THE ANHEUSER-BUSCH heavyweights' found cruising down the Meramec River Saturday, Green Tree Park naturally. The men were participating in the third annual Grand Prix Raft Race between Kirkwood's Green Tree Park and the county's George Winter Park. The event was co-sponsored by KSD radio and Budweiser, hence this particular raft was constructed of barrels painted to resemble cans of Natural Light beer. The raft was one of some 200 which completed the 4.7 mile float down the Meramec.

Journal Staff Photos by Dennis Dunlo

BREWMASTER OR SHELFMASTER

After obtaining any significant amount of beer cans for his collection, the enthusiast soon finds himself faced with the never ending chore of providing shelving, to properly and proudly display his hard sought after treasures.
My son and I have devised a method of fabricating and erecting shelves that is economical, simplistic, and aesthetically pleasing to almost any display room decor.
We start by purchasing a sheet of"Pressboard" from a lumber dealer or Handyman store. They may call the product by a different name in your local area; however I'm referring to the artificial sheet lumber which is composed of sawdust, wood chips, glue and is formed under pressure. It has a pleasing, tan, mottled appearance if left "natural" but can also be sanded, stained, varnished or painted. We fabricate our shelves by cutting two strips of board each 3 inches wide. These two trips (of whatever length you choose) are then nailed together to form an angle, thus:



Use 1" panel nails (screw type) to join the two 3" boards. One nail each 12" is more than sufficient. Now, our top leg of the angle formed becomes our shelf, while the bottom (downstanding) leg can lie flat against the wall, enabling us the opportunity to face nail the composite unit into pre-located wall studs.

If the shelves are vertically spaced 6 inches apart, one no longer sees the existing wall surface behind, thus simulating a "built-in" look that adds to the richness of your display. A single sheet of "Pressboard" (4'x8'x½") usually retails for $5.00 or $6.00. From this one sheet, a total of 16, three inch strips can be obtained. These 16 strips can then be formed into 8 shelves eight feet long -- or 64 linear feet of shelving. This amount of shelving will accomodate approximately 275 beer cans.
Repeat this operation four times, for a cost of less than $25.00, and you will have shelving for more than 1000 cans, making you a Grand Brewmaster (and I suppose a Grand Shelfmaster as well).

Art Maggio
For John Maggio #15,394

THE TRIALS OF A NEWCOMER
BY
THOMAS R. LILLESTON # 17651

For those of you who have been collecting for some time, the amount of trouble that is encountered by a novice collector may have been forgotten. So many things happen to a newcomer, and most of them are....unusual.
For example, do you remember your first dump hunt? Mine was quite an adventure with Mother Nature- and all her friendly little critters. All was quite fine until I turned over a board and found a black snake lying underneath. Black snakes aren't poisonous, but this four-foot long one still caused my feet to move in high gear.
Later, I found a can of Stroh's- unusual in Central Missouri. I had been carrying it in my left hand for some time when I noticed that my left arm was itching. Looking down, I found that an ant colony whose home was in the can had decided to take a stroll upon my arm. Have you ever tried to pick off about fifty ants from your arm? Don't. The chummy little creatures didn't want to leave. Finally, a quick douse of water convinced my guests to go.
How about your first trade? Of the five trading lists I sent out in my first batch, only one was returned. This member (Bill Long #16370) didn't need any of my cans, but was nice enough to take some of mine for traders. At this writing I have just sent him my cans and I hope to get his soon! Boy, it sure makes waiting for the daily mail an adventure.
It goes on and on. At an amusement park about fifty miles south of my home there's a shooting gallery that features beer cans. The gallery is worked by air pressure, and hitting the target causes the spring-loaded cans to fly to the ceiling on a wire. Included in the gallery were several cans that I needed-Pfeiffer, Old Style, and Weidemann's. Then, believe it or not, there was a BLATZ CONE TOP smack in the middle of the line of targets! It seemed like everyone was aiming at it. It flew up and down, up and down. Each time it went, I cringed. "How can people be so stupid?" I thought.
Certainly, collecting beer cans is an enjoyable hobby and quite an adventure. My friends come by, see my 105 cans on shelves in my bedroom, and ask me if I've been crazy for very long. "No," I reply, "I'm just a beginner at it!"

Dixie is using 'coupon combat' in new Beer War

Since Prohibition, there have been three beer wars. A fourth has just begun.

—Beverage World magazine
May 1978

Our survival is at stake.

—Dan B. Hooten
Dixie Brewing Co.

By JOHN HALL
States-Item business writer

The showdown in Beer Wars is coming, and President Dan B. Hooten is sure that the Dixie Brewing Co. must wield more than a Light sword to win.

That's why smiling beer drinkers have been busily clipping newspapers in New Orleans, Baton Rouge, Houma, Lafayette and Thibodaux: Dixie is fighting back by giving away a 6-pack to anyone who mails in the coupon.

"The dollars are being thrown at us in promotion and advertising," Hooten says.

America's brewing giants, whose sales took off like the proverbial big bird in the late 1950s, exert powerful leverage with massive television advertising and promotions like plastic, lighted signs over bars, Hooten says.

"I can't afford those things. We're getting overwhelmed," he says.

So Dixie, a surviving brewery in a city where nostalgic brands such as Jax and Regal brew no more, is taking some bold strokes. Like giving away a lot of beer.

"It's going to cost us a tremendous amount of money. But we're trying to get across that our beer is tremendous," Hooten said in an interview yesterday.

He skirted the question of exactly how much the campaign will cost, but he add estimated that by the time all the thirsty freeloaders find a 15-cent stamp, the New Orleans brewery will have to serve up 100,000 6-packs on the house.

Dixie has already countered competiton with its version of light beer. An aluminum, 10-ounce can is coming. And Dixie is reaching for markets not touched since founder Valentine Merz opened up 1907.

"We now go west to Lake Charles, and on May 8 we reached as far north as Jackson, Miss. We will be in Birmingham, Ala., on Monday morning," Hooten said.

Since 1933, Bob Weinberg, president of R.S. Weinberg Associates of St. Louis, wrote in the May issue of Beverage World, a trade magazine, there have been three beer wars.

"The first war ran 1933-47, and 121 brewing companies were annihilated," he wrote. "The second ran 1947-72, and another 300 brewers bit the dust.

"In 1973, Philip Morris (bought and) rearmed Miller and started the third war, which eliminated a few more participants and focused attention on the relative strengths of the five superpowers — Anheuser-Busch, Miller, Schlitz, Pabst and Coors."

The Beer Wars showdown, Weinberg wrote, will depend on inspired market analysis and flawless planning, along with careful spending of resources. Does Dixie agree?

"Most definitely. It's the biggest battle that the Dixie Brewing Co. has ever been involved in," Hooten replied.

Though Dixie Beer has only a sliver of the national market with its 300,000-barrel annual capacity (though that's still enough for almost 100 million cans!), that's not the whole problem:

"We're not at capacity," Hooten said. "We're at 50 per cent of capacity. Our survival is at stake."

To save the $10 million Dixie pumps annually into Louisiana's economy and the 210 jobs it provides, the company is appealing to local pride and economics.

This won't be enough for the confirmed beer drinker, though, and Hooten admitted that memories of the infamous "bad batch" of July 1975, caused by phenol fumes from new flooring, still hurt sales.

"Part of the reason we're taking these bold steps is to overcome that bad batch. It did happen, but it's over," he said.

Dixie brewed at more than half of capacity before the bad batch, and it has just finished a $500,000 renovation of the brewhouse — where the beer is made — to assure quality, Hooten said. He added:

"Dixie Brewing Co. plans to make an all-out effort to produce at capacity".

The Tools of The Trade

Dave Stegman #10,856

Many collectors, when they go out to "dump" for cans, forget to take a few inexpensive, but useful tools along.
My best tool is a rake-like item with a 5 ft handle and 3 large tines at a 90 degree angle. The points of the tines were quite sharp at first, but dulling the ends prevents them from puncturing the cans. This has worked great when raking thru a large dump pile.
A weed cutter is a good thing to have when the dump is overgrown. It chops out vines, roots, brambles, etc.
As far as containers go, I get the boxes with dividers from wine and liquor bottles so that the cans will not rub against each other.
In addition to the above, I always carry a pry bar, screw driver and plyers along. You never know what you may have to dismantle to get at cans.
Always take more boxes than you think you will need. No one wants to be short handed when you come upon a big find and don't have enough boxes to remove all the cans.
G.I. folding shovels are available thru surplus outlets. These are adjustable from straight to 90 degree angle. The latest model is made of forged aluminum making it lighter in weight.
A stiff bristle brush helps to check out dirty cans on the spot for holes. Also good for cleaning your shoes before getting back in the car.

The Peter Hand Brewing Company will no longer sell to collectors any cans, labels, stickers, etc.

Foreign Brand Changes

Marcella Schinski #3715

This column is brought to you with the help of the following; Bob Prinz (6705), Scott Oglesby (6169), Rich Eldred (10439), Jack (4175) & Sheila Marshall (9068), Paul Bothen (14634), Horst Wendland (780), Pincus Jaspert (2295), Charley Burger (9390), Bob Selleck (13384), Christer Idstrom (5179), Ron Hayes (4746), John Brisfjord (14344), Bill Christensen (33), and Wayne Lura. A very special "thank you" to Christer Loow (11743) for his prompt assistance as regards translations on the Fat 21 II and Pripps Jubileum Special Ol II cans.

1. Abbot Ale/Greene King/Bury St. Edmunds, England. Another change to an original design with the Abbot now being a colorful portrait can, available in the 275ml size as well as the 2.22 litres size. The 275ml can has a gold band at the top & bottom of the can & "A Strong Pale Ale Brewed by Greene King" in white letters at the bottom of the can. The 2.22 litres can has a gold & white line at the top & bottom and "A Strong Bitter Ale Brewed by Greene King" in white letters at the bottom. Both cans are a vibrant green color & the letters Abbot Ale are white trimmed in gold. A tremendous improvement from the original 9 2/3 oz. can.

Abro Kann-Ol II/ Abro/Vimmerby, Sweden. This 45cl blue can has the same mug with a tantilizing head of foam as did the Fatol IIB can, but this can has a new all gold logo containing the brewery name on the right side of the can.

Allsopp's Lager/Allied/Burton-on-Trent, England. Same design & colors (yellow & white) but 330ml now appears near the bottom of the can in place of the words SERVE COOL. The words BEER BIERE BIRRA CERVEZA replace the contents on the left side of the can seam as well.

2. Atlas/Cerveceria Nacional/Panama. The first beer canned in Panama in a long time. This 12 fl. oz. all gold can has a black eagle at the top of the can, the world globe in white, with the word Atlas in red, all on a red, white & blue ribbon. The words Cerveza Lager appear on just one side of the can, making it an extremely valuable can as the brewery has already corrected the can so that it will be a true two sided can. The original run was a limited edition.

3-4. Bavaria Pilsener Beer/Bavaria/Lieshout, Holland. This 11½ fl. oz. can has the same design & colors (green & white) but is exported to Israel, thereby having two languages on the can.

Binding Romer Pilsener Spezial/Binding/Frankfurt, Germany. An all white 3.8 litre can with a wide gold & narrow blue line at the top & bottom of the can. The lettering on the can is gold, blue & black with the traditional red & white eagle logo at the top of this 2 sided can.

5. Birell Malt Beverage/Hurlimann/Zurich, Switzerland. Same can (#3) as shown in January '78 News Report but now exported to Saudia Arabia. (Back of can shown).

6. El Greco Export Beer/Zithel/Athens, Greece. A gold 12 fl. oz. can adorned with red & white ribbons at the top, an urn & leafy scroll work at the bottom, & accented by letters in red & black.

Falcon Gold Exportol Klass III/Falcon/Sweden. Same design as the predecessor Ol IIB & Ol Klass II cans, but this 45cl can is blue with gold bands at the top & bottom of the can.

7-8.* Fat 21 Expertolet Ol II/Nassjo/Nassjo, Sweden. This is a 9 can set of 45cl cans all having the same can front with a different sandwich recipe on the back of each can.

Historiem om	- History of Fat 21
till Bockling landgang	- Bloater sandwich
till Parisare	- Parisian sandwich

*till Sardinsmorgas	- Sardine sandwich
till Sillsmorgas	- Herring sandwich
till Smorgas med adelost	- (Noble) cheese sandwich
till Smorgas med aggsmor	- Eggbutter sandwich
till Smorgas med leverpastej	- Liverpie sandwich
till Smorgas med rabiff	- Meat sandwich

All blue can with gold & silver coins at the top of a white oval that is trimmed in red; brown cask, leaf & wheat grains appear at the base of the oval. The recipe is black letters on a white background.

Fat 21 Exportol III/Nassjo/Nassjo, Sweden. This 45cl can has the same design as the 01 II can, but it's a red can & the reverse side has black lettering "Historiem om Fat 21" on a gold background.

9. Faxe Paske Bryg/Faxe/Fakse, Denmark. A new 50cl can showing people eating Easter dinner & enjoying the good life. Within the wide orange band at the bottom of the can is 6 baby chicks 3 on either side of the words Danischer Oster Bock (Danish Easter Bock Beer).

10. Granges Beer III/Granges/Grangesberg, Sweden. All gold 45cl can with horns, flags, cannons, a happy lion & a unicorn, flanking the crest & crown logo at the bottom of the can. (Same design as on the Flaggoll IIB & the blue Flaggol cans, previously issued.

Herforder Pilsner Special Lager/Felsenkeller/Herford, W. Germany. Still another variation to this 330ml can in that Pilsner is now spelled out & the words Special Lager have been added.

Herrenhauser Cerveza/Herrenhausen/Hannover, W. Germany. All lettering on the face of this 0,33 can is now in black and the four gold coins are now at the bottom of the can.

Howson-Algraphy Special Beer /Watney Mann/London, England. Two additional Howson-Algraphy Special Lager cans have been issued by this producer of offset printing plates. (See pg. 27-picture 5-Nov., '77 issue) Both of these cans have identical labels but on these cans there are multiple bands at the top & bottom of the cans making the ovals on these cans much smaller than the first can issued. The Special Beer can is purple with Howson-Algraphy in aqua letters, & Special Beer in purple letters, and the can had contained Watneys Special Ale. The Special Lager can is aqua in color with the color combinations of the words reversed from the Beer can, and this can had contained Watneys Lager. Both are 33.1cl.

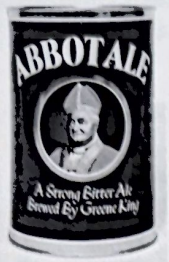
11. Kaiserkrone Export Biere/Kaiser-Brau/Neuhaus, Germany. Very attractive red can with three glasses of beer. Lettering is white & yellow on this 0,33l can.

Karlsbrau Edel Malz/Karlsberg/Homburg, W. Germany. Psychedelic arrangement of colors of brown, orange, carnation pink, & yellow make this 11.2 fl. oz.can quite noticeable.

12. Kip Export Lagerbier/Schartner-Feinges/Bad Hall, Austria. Gold 0.33l crimped steel can with lettering of white & gold.

Kronenbrau 1308/Drei Kronen O'Keefe/Montreal, Canada. One of our Canadian members with an "eagle" eye reports of still another change. The words "Golden Mellow Beer" still appears on the can face, but the wording on the back has changed; Originally the English wording was "This golden mellow beer is brewed and matured according to", etc. and the most recent issue reads as follows; "This golden mellow beer is brewed & matured in Quebec", etc.. Needless to say the French wording has changed accordingly.

13. Lowenbrau/Lowenbrau/Munich, W. Germany. A gold aluminum 33cl can, with blue shield & bands. Non Alcoholic Malta is printed in red, but does not show in the photograph.



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14. Mc Ewan's Pale Ale/Scottish & Newcastle/Edinburgh, Scotland. Quite a change to this 440ml can. Mc Ewan's Pale Ale letters are now black & trimmed in white. There is now a line of print in white across the bottom of this new shade of green can. The logo in the center is much larger with a silver background & is trimmed in a light green. The feather of the Cavaliers' hat is also light green.

Muhlgruber Bier/Schartner-Fein Ges/Bad Hall, Austria. An all silver 0,331 can with lettering & design all in blue.

Newcastle Brown Ale/Scottish & Newcastle/Newcastle Upon Tyne, England. This 450ml can now has the bi-lingual words Ale Biere on the can above the word Newcastle as it is exported to Canada. Same design & colors (brown, orange & white with red lettering but the words Reg. Trade Mark have been eliminated from the oval on the can).

15. Party Pils/Wulfel/Hannover, Germany. Very striking red, white, and gold 0331 can.

Polar Cerveza Tipo Pilsen/Polar/Caracus, Venezuela. Now available in a 10 oz. can with the same blue & gold accents on an all white can featuring a polar bear (what else?) on an ice flo. Contenido Neto: 0.295 l is at the bottom of this two sided can.

16. Pripps Jubileum Special Ol II/Pripps/Sweden. A 150th anniversary can in blue with gold accents and 5 different brand labels across the bottom of this 45cl can. A gold ribbon containing the brand name and the symbolic 150 appears near the top of this very eye appealing can. (Tradition & quality for 150 years. Pripp is one of the most modern brewing companies in the world. At the same time it's also one of the oldest breweries. It's of ancient lineage since 1828, when the company was named T. A. Pripp & Son. The first brewery was at the "Stampgatan " in Gothenburg, where later on a bigger structure was built Today Pripps is sold all over the country. Pripp beer of 1978 is the result of the brewery technical development during 150 years. Pripps Jubileum Special is a complete malt beer and is a fine illustration of how old good brewery-tradition together with modern technique gives a beer of best quality.) This wording appears on the back of the can.

Reichelbrau Pils/Kaiser-Brau/Neuhaus, Germany. This 0,331 can has the same label design & same color combination as the 0,351 can; gold, white, silver & blue, but the blue & white lines encircle this can at the top & bottom. There are now 3 lines of print at the bottom of this can.

17. Ryder/Molson/Vancouver, B.C., Canada. For the first time in quite a while, there is an entirely new can on the market from western Canada. This 341ml can is tan, with brown accents; Ryder is in script wheras all other wording on the can is in block letters. The words Beer Biere are in orange & appear on either side of a blue and silver oval containing the words "B C Brewing Excellence".

Sandwalls Guld Ol II/Sandwalls/Boras, Sweden. Same label on this 45cl can as on the Export Beer III can, which was shown on pg. 15-can 10 of the January '78 issue. This is a deep blue can with black & gold bands at the top & bottom, with gold lettering, gold coins & red background within the octagon on the can.

18. Sandwalls Lagom Lattol Klass I/Sandwalls/Boras, Sweden. A very striking shade of green on this 45cl can with lettering in gold & white with the encircled "S" at the top of the can having a red background.

19. St. Eriks Ol II/Sundsvalls/Sweden. A stein of beer with a tantilizing head of foam highlights this 45cl can.

Suprema from El Salvador now being tested in export cans.

Swan Lager/Swan/Perth, Western Australia. This 370ml crimped steel can has the bi-lingual words Beer-Biere in place of the word Lager on the face of the can as it's exported for sale in Canada.

17

18

19

20

Tetley Bitter (5 pints) /Allied/Burton-on-Trent, England. A very color-
20. Tetley Special Pale Ale (440ml) ful can showing the master of the "hunt" enjoy-
ing a glass of ale. In shades of black, red, yellow & white. (With the leader of the hunt on this can it reminds me of the Crystel Light Ale can by Eldridge Pope which had the same theme.)

Theakston Old Peculier Original Yorkshire Ale/T & R Theakston/Masham, England. Same label on this black 275ml can produced for the U.S. containing the word Original, in place of the word Strong, as was the case on the first issued can.

Webster's Green Label Pale Ale/Samuel Webster/Halifax, England. Same green & white 440cl can but the words Pale Ale have been added, in red, near the bottom of the can.

I'm looking forward to seeing all of you in beertown (Milwaukee) in September.

T. Marez

German Alps Festival

Don't forget - if you're in the Hunter, New York area July 29-30, the GAF and BCCA will co-sponsor a big trade session on the GAF parking lot those two days. Call Gene De La Fleur #9431 for details at this late date.

NEW CHAPTERS

New Chapters since the Roster was published:

99.	Jersey Shore	Asbury Park, New Jersey	Ray Soehngen	#11618
100.	Progress	Oklahoma City, Oklahoma	Dick Allgeier	#10343
101.	CANecticut Red Fox	Hartford, Connecticut	Marie Miller	# 9707
102.	Orbit	Clearwater, Florida	Bob Crosby	# 3186
103.	Pony Express	Ellisville, Missouri	John Custer	# 8373

CANVENTION TRAINING MANUAL #55602

From an "idea" by Henry Herbst, #70, and help from Marcia Butterbaugh #6560, Bill Henderson #73, Herb Schwarz #1922, written by Jeff Berg #799, Produced and directed by Sharlene Berg #7799, Ron Moermond #224 as Film Editor.

IF you have never been to a CANVENTION, or were such a Space Zombie after the one(s) you have attended and don't remember it, this Manual should be able to offer considerable help in obtaining any goal you have for this year's canvention.

PREPARATION

About the time you are reading this, you should start training. In order to do so, you will need the following supplies: A bunch of your traders, both empty and full, your car, a large group of neighborhood kids, an empty high rise office building, a bath tub, a floor & 1 (one) Martin Landey.

GETTING IN SHAPE: So you will be in shape for the festivities, there are some exercises you can do. One of these is 12 oz. Curls. Lift a 12 oz. can (full) to your mouth about 670 times, with both hands. This will keep your wrist loose & limber. Along with the rest of you. Another good one is step climbing. You will do this quite easily if you are in shape. For this particular exercise, you will need your empty office building, at least 60 stories high, without elevators. Make sure you are carrying about 10 cases of traders (½ empty, ½ full) while climbing the stairs.

Now that you are in shape, you can practice the multitudes of things that will and can happen once you arrive at Milwaukee. They are as follows.

1. Come home from work late about 6 days in a row. Quickly pack your cans (at least 100 cases if you have a compact, and 600 if you have anything larger). Stick loose cans in every nook and cranny. Make sure that there is at least 2 loose cans that knock together and drive you crazy.
2. Have your spouse play Desk Clerk. Have her or him tell you about 68 times that they have never heard of you, and that there is no such thing as a beer can collector's club at this hotel.
3. Make sure that your freezer has no ice for at least a week. Practice drinking warm Steel Valley for several days.
4. Sleep on the floor of your bedroom for a few nights. This will make you even more irritable than you should be already.
5. Make sure that you get enought Steel Valley to fill your bath tub and have everyone walk off with the cans, whether they need it or not.
6. On a very early Saturday morning, have about 105 local kids run down the hallway of your bedroom. Make sure that at least 15 stop in front of your door and compare the new cans that they have gotten already, just for going down a floor.
7. Leave the front door of your house open for about 3 days. Put a sign on it that says who you think you are, and what you had to trade that was so great about 4 days earlier.
8. Have some out of town relatives call you about 3 AM and pretend that they are 'friends' who couldn't make it to Milwaukee and ask how it is.
9. Try having breakfast at 4AM at a local Denny's. Make sure that you are the only local person there, and that there is at least 4 chippies in the lobby.
10. Have Martin Landey come over one weekend, and play "Business Meeting". Have him take the floor with this years Good Ideas from Massachusetts, and practice booing him for about an hour.
11. Have some of the local kids play the following typical characters (no age requirements). The characters include Mr. Mint (collects mint only, and you can offer him a can of after dinner mints), Mr. Easy the rare guy who trades cause you need this and he need that, Mr. 2/1 who has all the new cans you need at 2/1, Mr. Grade 5 who has nothing but unreadable dumpers, and has rust on his ear lobes, and lastly Mr. Keithline, the type of guy who drinks ANYTHING, even if he has gone non-stop for 4 days.
12. Last, do not try to read a newspaper, or watch TV for a week, get 2 hours of sleep for 7 straight nights, and run an obstacle course thru a room filled with tables.

Now, if you are still alive, and of course have made your reservation, lost your information packet, have your tetanus shot, and have had someone read a speech or 2 to you, you should be ready.
If not, don't say we didn't warn you.

Dear Editor,
In response to Scott Field's letter last issue on nail holes and oxalic acid, I see no point in wasting acid on inside of can or nailing a hole. Fill can with water, submerge in solution of acid in wide mouth jar. When clean, remove and put can contents in next can to be acided and you will not delute acid solution this way.

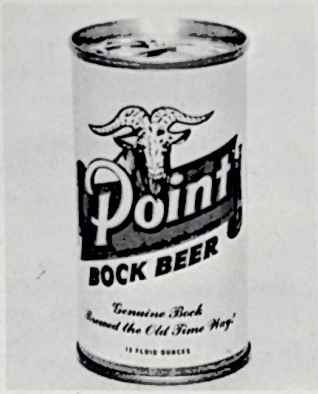
Alex Schwertner, Jr. #3094

Hi Lonnie,
I have a recommendation that may or may not prove valuable to other members who trade by mail.
My 10 year old son, John, came up with the idea of utilizing used foam fabric softeners, i.e. "Cling-Free", as cushions in packages of cans.
Those collectors who use this type of softener in their household, may want to consider the idea.

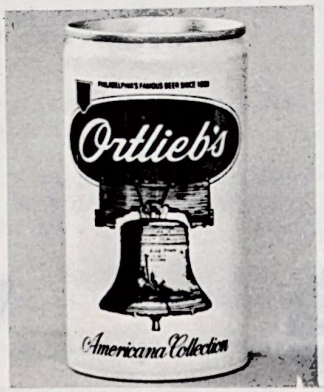
Bob Cervino #11853

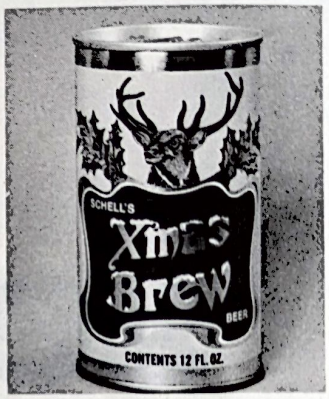
see you in Milwaukee

Can of the Year



Special or Commemorative Can of the Year





Collector of the Year

Bill Christensen #33

Jack Turner #65

Walter Hintz #85

The following are the three finalists for Collector of the Year:

Bill Christensen #33, Madison, New Jersey. Bill is a past BCCA Board Member and presently feature writer for the BCCA News Report; he is also in charge of the club's Beer Can Information Committee.

Jack Turner #65, St. Louis, Missouri. Jack is a past BCCA Board Member, and has been the national Canvention Cooradinator ever since 1973.

Walter Hintz #85, Hales Corner, Wisconsin. Walt is a "grand old man", being the oldest member of the Tontine Chapter; he was "Collector of the Issue" in the May 1975 News Report.

VOTE

For your Vote to be counted, it must be received by:

August 30, 1978

Mail this Ballot to:

Gil Brennell #13
6215 Berthold
St. Louis, Mo. 63139

Can of the Year

( ) Point Bock

( ) Schell's Bock

( ) Sierra

Special or Commemorative Can of the Year

( ) Horlacher 85th Anniversary

( ) Ortlieb's Americana Series

( ) Schell's Xmas Brew

Collector of the Year

( ) Bill Christensen #33

( ) Jack Turner #65

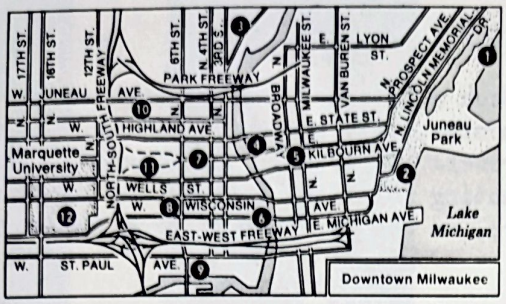
( ) Walter Hintz #85

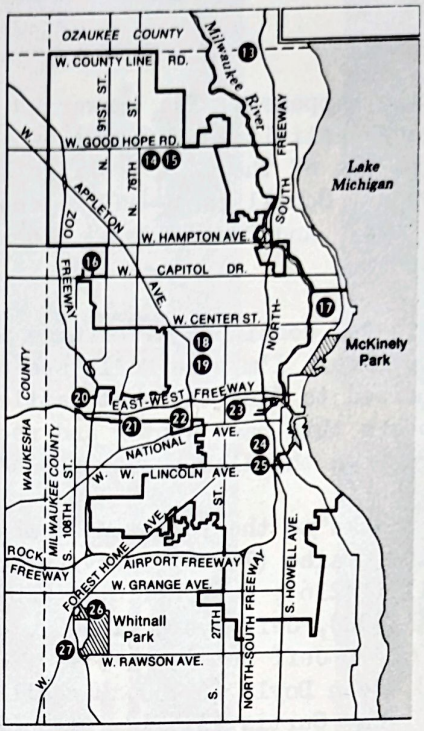
Name_____BCCA number_____

(Signature---so we know the ballot box isn't stuffed)

This page is almost blank to encourage you to cut out and mail the ballot onthe reverse side.

Milwaukee: A Nice Place To Visit.





1— McKinley Marina
2— War Memorial and Art Center
3— Jos. Schlitz Brewery
4— Performing Arts Center
5— Visitor Information Center
6— Iroquois Boat Line
7— Auditorium-Arena Convention Center
8— Greyhound Bus Station
9— Railway Station (Amtrak)
10— Pabst Brewery
11— Milwaukee Museum
12— Joan of Arc Chapel
13— Brooks Stevens Automotive Museum
14— Melody Top Theater (Summer)
15— Uihlein Field (Polo Site)
16— Annunciation Greek Orthodox Church
17— UWM Campus
18— Music Under the Stars
19— Miller Brewery
20— Milwaukee County Zoo
21— State Fair Park & Speedway
22— County Stadium
23— Mitchell Park Conservatory
24— St. Stanislaus Church
25— St. Josaphat's Basilica
26— Boerner Botanical Gardens
27— Experimental Aircraft Museum

Piel's Woodgrain Real Draft

Harold Andrews 9882

Do you have a Piel's woodgrain real draft 12 ounce? It's BCCA Number is PL 18. If you have Beer Cans Unlimited it's 106/32 or maybe you have never heard of it at all.

After many stories and even more rumors, I decided to check out the true story on this can.

Now, for the real story - It was a test can. The run was for 5,000 cases of 24 cans each. It was produced in late 1976. The test market was the Hartford, Connecticut area. The beer went to only one distributor - Connecticut Beverages of Norwalk, Connecticut. The marketing results were that the can caused "no splash in the market". And, as a result, it was discontinued and the aluminum draft can was continued.

An interesting point is that there was no advance warning that this was a limited run test can. As is now the case with the cans like Farmfest, etc. Another note is this can did not reach the can dealers in any quantity. I have noted a large Midwest dealer inserting (not Woodgrain) behind his Piel's Draft Can Ad.

My guess is that only 5 to 10%, if that many, reached collectors, many were possibly traded as currents in the New England area. To be sure this is a tough can to get, good if you have one, and if you have them for trade you have a great trader.

My thanks to Mr. James Finnen of Corporate Communications, F & M Schaefer Brewing Company for his assistance.

BRAND CHANGES BRAND CHANGES

by Jim McCoy #136

Well, it finally happened. The breweries took a breather and cut back their new brand and design change activities the past two months. All but one, that is. August Schell continues to be one of the most prolific brewers of recent. This issue's column contains seven August Schell cans--ANDYS accounting for five. AVENUE and BOB'S make up the remaining two. And from what I've heard, we can expect more from August Schell in the months to come.

The "light brigade" continues with three new entries for your collections and the promise of two more to come. I'm sure we'll see others, however, as the competition gets stiffer. Don't be surprised to find the next battleground involving bock beers. We saw a number of new bock beers this past winter and recent reports indicate the number will be expanded in early 1979. Can the ales be far behind?

A mighty big thanks to the following members who contributed cans and information for this issue: Charlie Craibe (7082), Gordy Durocher (13307), Al Kilburn (16207), Al Brand (1336), Jim MacCannell (14236), Herb Elliott (228), John Liedman (15732), Chuck Nekvasil (525), Doug Halsey (13852), Jeff Ayers (13529), John Velasquez (13890), Karl Schmidt (11775), Jack Kerr (10964), Jeff Hopkins (14949), Jim Dale, Jr. (7773), Walt Wimer (13267), Ron Werner (9823), John Doyle (6275), Marcella Schinski (3715), Joe Balazsy (16748), Augie Warhol (9771), Jay Curtis (11521), Dave Linsley (16022), Oscar Mehl (2573), Jay Herbein (353), David Shelcusky (10838) and Dick Rausche (526).

ALTA LIGHT (Blitz-Weinhard) has reportedly replaced ALTA BEER. Bottled at this time, it should be available in cans before too long.

ANDYS BEER (August Schell) is now out in four more color combinations:

Brown and white on silver (SL 16)
Green and white on silver (SL 17)
Orange and white on silver--no white behind ANDYS BEER (SL 18)
Red and white on silver--no white behind ANDYS BEER (SL 19)

1. ANDY'S BEER (August Schell) is now out with a redesigned can featuring a silhouette of Minnesota. This can is in red, white and blue. Look for other color combinations in future issues of this design. (SL 20)

2. ANHEUSER-BUSCH NATURAL LIGHT (Anheuser-Busch) has been redesigned. The ribbon is shorter, the logo and circle are now in gold, the words, Anheuser-Busch, are smaller, and the words, Natural Light, appear on two lines. (AB 49)

ATLAS PRAGER BOHEMIAN LIGHT LAGER (G. Heileman) is reported to be on the market in an aluminum can.

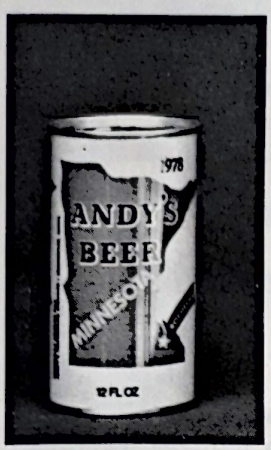
3. AVENUE FINE PILSNER BEER (August Schell), mentioned last issue, shown this issue. (SL 21)

4. BALLANTINE EXTRA FINE CREAM ALE (Falstaff) is now on the market in an extruded steel can. This can features a gold background rather than the familiar green. (FA 53)

BALLANTINE PREMIUM LAGER BEER (Pearl) is now on the market by this brewery.

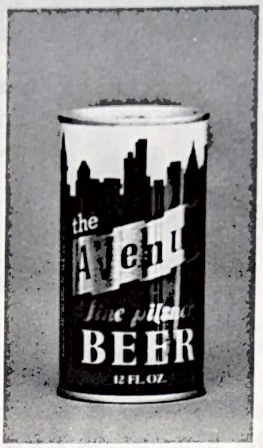
5. BASE BRAU BEER (Stevens Point), mentioned last issue, shown this issue. First of three cans to be issued, this can is red, white and blue. (SPT 7). The second can in the series is yellow and brown on a white background. (SPT 8).

6. BLITZ-WEINHARD BEER (Blitz-Weinhard) is now out in a totally redesigned aluminum can. Colors are gold and red on a white background. (BW 26)



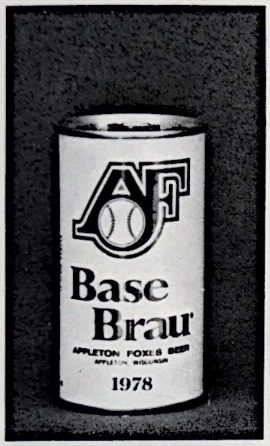
1 (SL 20)

2 (AB 49)



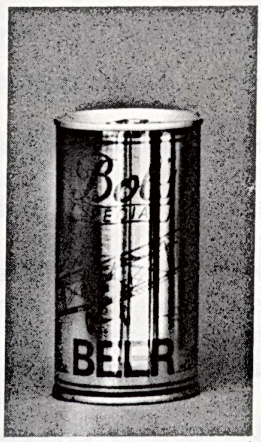
3 (SL 21)

4 (FA 53)

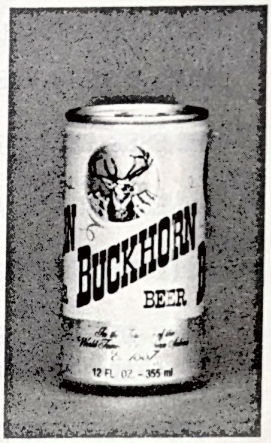


5 (SPT 7)

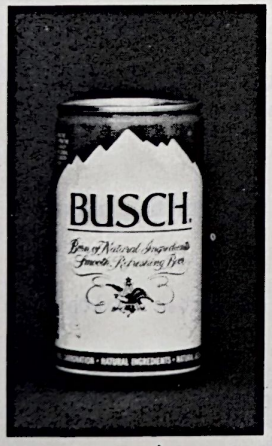
6 (BW 26)



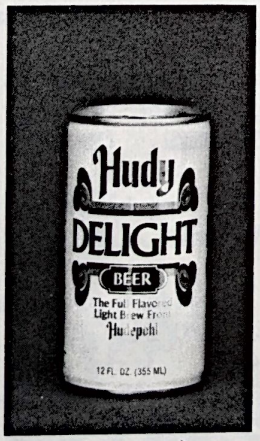
7 (SL 22)



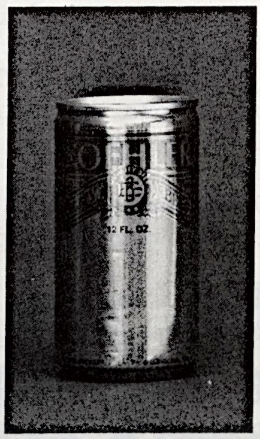
8 (LS 17)



9 (AB 50)

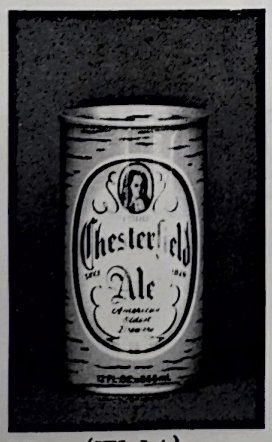


10 (HUD 11)



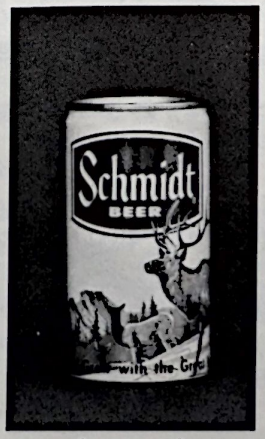
11 (ER 17)

12 (LNK 11)



13 (YU 14)

14 (HMN 84)



14 (HMN 85)

14 (HMN 86)

Photos by Lew Cady #98

BRAND CHANGES BRAND CHANGES

7. BOB'S SPECIAL BEER (August Schell), mentioned in the March-April issue, shown this issue. This beer was made for Dom's Liquor Store in Minneapolis, Minnesota. Colors are green on gold. Supposedly, there will be three more color combinations. (SL 22)

8. BUCKHORN BEER (Lone Star) is now on the market by this brewery. (LS 17)

BUDWEISER LAGER BEER (Anheuser-Busch) has a crimped steel version of their 8 oz. can.

9. BUSCH BEER (Anheuser-Busch), mentioned last issue, shown this issue. (AB 50)

COORS BEER (Adolph Coors), shown last issue (COR 9), has a major change on the front of the can. The slogan, AMERICA'S FINE LIGHT BEER, appears in capital letters whereas previous cans had the slogan in upper and lower case letters.

FALSTAFF FINE LAGER BEER (Pearl) is now being marketed by this brewery.

FYFE & DRUM BEER (Genesee) is no longer in an embossed can.

GENESEE BEER (Genesee) is now in a crimped steel can.

GENESEE CREAM ALE (Genesee) is now in a crimped steel can.

GOLDEN CROWN BEER (Pearl) is now on the market by this brewery.

10. HUDY DELIGHT BEER (Hudepohl) is one of the lastest lower calorie beers coming in at 96 calories per 12 ounce serving. Can is crimped steel. (HUD 11)

IRON CITY LIGHT (Pittsburgh) is reportedly under development.

KAIER'S SPECIAL BEER (Chas. D. Kaier) is now in an aluminum can.

11. KOEHLER QUALITY BEER (Erie) is one of C. Schmidt & Sons recent acquisitions. The can is extruded steel and follows the same design as the recently introduced Pilsner and Lager cans. The center logo now says, QUALITY BEER. (ER 17)

12. LEINENKUGEL'S BEER (Jacob Leinenkugel) has a red and black on white can with a new slogan at the top, "Brewed with Pure Spring Water." (LNK 11)

13. LORD CHESTERFIELD ALE (D. G. Yuengling & Son) is a new brand on the market. Colors are brown, red and white on a tan background. (YU 14)

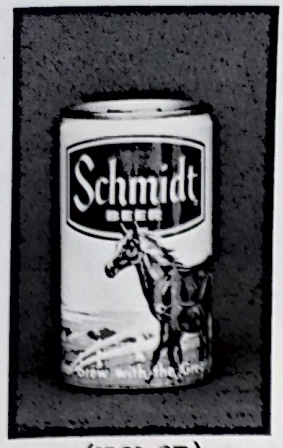
MAIN STREET BEER (Pittsburgh) is reported to be in the development stages for the Main Street Tavern in Gainesville, Florida.

OLD GERMAN BRAND BEER (Eastern) has moved the contents information from the side of the can to the front of the can.

SCHLITZ BEER (Jos. Schlitz) is manufacturing a special can for export to Israel. One side is in English while the other side is in Hebrew.

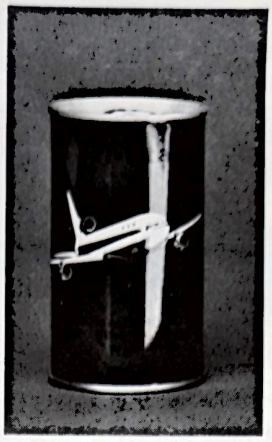
14. SCHMIDT BEER (G. Heileman) is now being marketed in an aluminum can. Aside from the obvious drop in printing quality, the yellow border around the logo has been changed to red.

Pheasants (HMN 84)
Elk (HMN 85)
Ducks (HMN 86)
Horses (HMN 87)

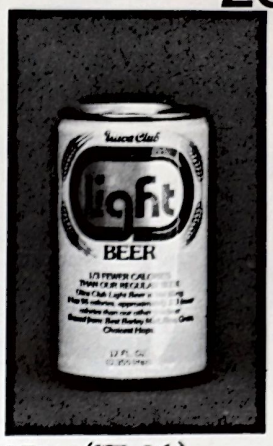


14 (HMN 87)

15 (STC 44)



16 (EA 35)



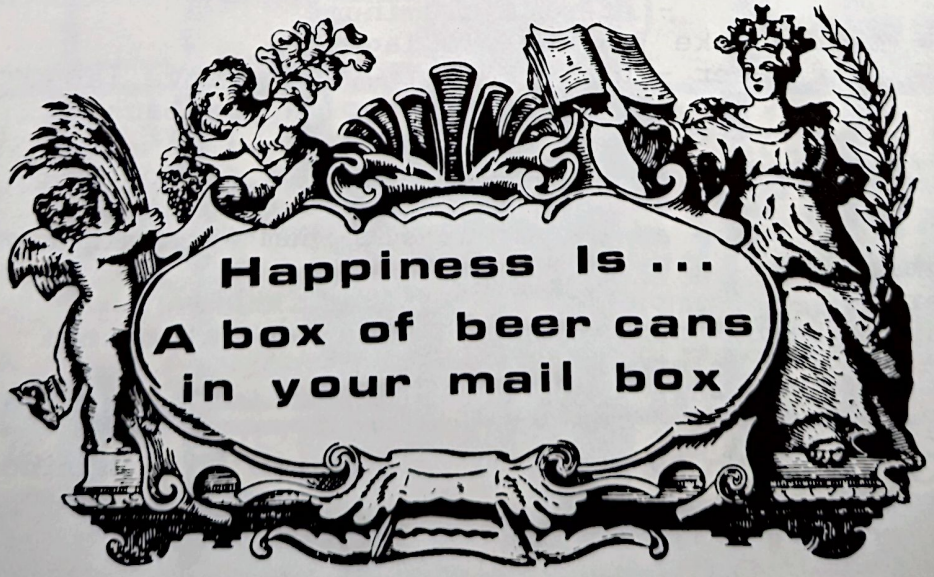
17 (WE 16)

With plastic neck ring.

15. SCHMIDT'S LIGHT BEER (C. Schmidt & Sons) is Schmidt's answer to the calorie cutting war--this one coming in at 96 calories. (STC 44)

16. TRI-STAR NON-ALCOHOLIC BEVERAGE (Eastern) is another near beer made for export, presumably Saudi Arabia. (EA 35)

17. UTICA CLUB LIGHT BEER (West End) is another 96 calorie beer recently introduced. There is some speculation that the can might be redesigned inasmuch as the brand name is concealed by the plastic neck rings. (WE 16)



7-8-10-11-12-14 OZ. - HIKE!

by S. Roger Kirkpatrick (1583) and Buddy Simmons (3112)

Beer cans have been produced in the United States in a variety of sizes -- 7,8,10,11,12,14,15,16,24,32,64 and 128 oz. -- since the first 12 oz. beer cans in 1933. The 11,15,32,64 and 128 oz. cans are no longer produced.

One of the more interesting sizes is the 14 oz. can, which was first marketed in South Carolina in 1962. It was designed to avoid a few cents in taxes due to the way the South Carolina tax law was written. The South Carolina law-makers soon closed the loophole, but the size had gained some popularity and was retained. Distribution has been restricted to five states -- Georgia, Mississippi, Oklahoma, South Carolina and Virginia -- and military bases. Two years ago Falstaff 14 oz'ers were being plugged on radio as "an extra can in every six-pack."

The number of brands packaged in this size has been diminishing in the last five years with only a few remaining. The following may be current in 14 oz: Budweiser, Busch, Colt 45, Falstaff, Old Milwaukee, and Schlitz.

The listing below includes over 40 cans with displayable differences and notes cans that have flat top or tab top and steel, crimped, or aluminum versions. The cans within each brand are listed in chronological order by type of brew. The number in the left column refers to the can's position in the photograph.

1. Black Label Beer - flat & tab - 14 oz. near bottom
5. " " " - 14 oz. in red on white band at top
2. " " " - as above but 14 oz. in black
7. " " " - tankard can
8. " " Lager Beer - 14 oz. in black near bottom
- " " " " - like (9) but no thin rectangle around label
9. " " " " - steel & aluminum
10. " " Beer - like (9) but w/o lager
3. " " Draft Beer - Draft Beer in white above label
4. " " " " - like (6) but no map on back
6. " " " " - flat and tab
12. Budweiser Lager Beer - large 14 oz. on white at top
11. " " " - as above but ¼" red ring at top
13. " " " - as above but aluminum with minor variations
15. Burger Premium Beer
14. " Beer
16. Busch Bavarian Beer - no wording in blue band at bottom
17. " " " - steel
18. " " " - as above but aluminum with minor variations
19. Colt 45 Malt Liquor
20. " " " " - as above but aluminum with minor variations
21. Falstaff Beer
22. " " - gold stripe down 1 or both sides on different can typ
23,24 " " - straight and crimped steel - gold stripe as above.
25. " "
26. " "
50. National Bohemian Beer - like NAT 49

Black Label
14
DRAFT BEER
14 OZ.
DRAFT BEER
DRAFT BEER
CARLING
Fluid 14 Ounces
1
2
3
4
5
6
6R
7
8
8R
9
9R
10
10R

14
Budweiser
14 OZ.
Burger
Premium Beer
BUSCH
BAVARIAN BEER
11
12
13
14
15
16
17
18

14 OUNCES
Colt 45
MALT LIQUOR
FALSTAFF
BEER
19
20
21
22
23
24
25
26

27. Old Milwaukee Light Beer - C-1962 - flat and tab
28. " " " " - C-1962 - Super SOFTOP
29. " " " " - C-1962 - Pop Top
30. " " " " - C-1963 - has Super SOFTOP
37,38,39. Old Milwaukee Beer-C-1973 & 1975 - straight, crimped and aluminum.
31. Old Milwaukee Light Genuine Draft Beer - C-1966
32. " " " " " " - C-1968 & 1969-no signature
51. " " " " " " - C-1969 - 14 oz. at top
33,34 " " " " " " - C-1969 - straight and crimped
35,36 " " " " " " - C-1971 - straight and crimped pattern on red part of label.

40. Schlitz Beer - C-1962 - flat and tab
41. " " - C-1962 - Pop Top
42,43,44. Schlitz Beer - C-1969, 1973 & 1975 - straight, crimped and aluminum
45. Schlitz Malt Liquor - C-1967 - story on back
46,47,48. Schlitz Malt Liquor - C-1968 & 1969 straight and crimped story on back - contents above and below label and story
49. Schlitz Malt Liquor-C-1970 - same both sides

Last and most important, a word of thanks to the collectors who answered my plea for information about 14 oz. beer cans. The following stand a little taller: Lew Cady (98), Bill Christensen (33), Tom Coury (1164), J. Terry Edmonds (Carling National), Robert Fleming (475), Dick Fogarty (6506), Tom Jones (12519), Marge Kirkpatrick (7583), Dick Laird (736), Steve Loring (12809) Bob Martin (35),Don Morrow (5381), Edgar Sadler (1210), and John Vetter (369).

Letter to the Editor

Dear Editor,(and the whole BCCA)

I think the BCCA is great and the news report!I read the article by David A.Peterson on Schmidt cans and he missed quite a few! Here is a list of all the varieties Iknow of;

	No.of scenes	
I.Flattops		
1.Jacob Schmidt - - - - - - - - - - - -	17	1
2.PfeifferD/B/A Jacob Schmidt - - - - - - - -	17	2
3.Associated D/B/A Jacob Schmidt- - - - - - - -	17	3
II.Tabtops		
1.Associated D/B/A Jacob Schmidt- - - - - - - -	17	4
2.Jacob Schmidt Div. Associated - gold border - - -	17	5
3.Jacob Schmidt Div. Associated - yellow border-keglined	17	6
4.Jacob Schmidt Div. Associated - yellow border-no keglined	17	7
5.Jacob Schmidt Div. Associated - yellow border-zip code	17	8
6.Jacob Schmidt Div. Associated - white border - - -	17	9
7.Associated - yellow border- - - - - - - - -	17	10
8.Associated - blue border-big writing - - - - - -	17	11
9.Associated - blue border-small writing- - - - - -	17	12
10.Heileman - straight edge - - - - - - - - -	21	13
11.Heileman - crimp steel- - - - - - - - - -	21	14
12.Heileman - crimp steel-cities stacked one on another -	21	15
13.Heileman - aluminum - - - - - - - - - -	21	16
14.Ranier - - - - - - - - - - - - - -	21?	17
III.StaTabs		
1.Heileman - crimp steel- - - - - - - - - -	21	18
2.Heileman - crimp steel-cities stacked one on another -	21	19
3.Heileman - alum - - - - - - - - - - -	21	20
IV.Draft Beer		
1.Jacob Schmidt Div. Associated - keglined-16 ounce - -	17	21
2.Jacob Schmidt Div. Associated - keglined none-16 ounce-	17	22
3.Jacob Schmidt Div. Associated - 12 ounce - - - -	17	23
TOTAL ----------	423	

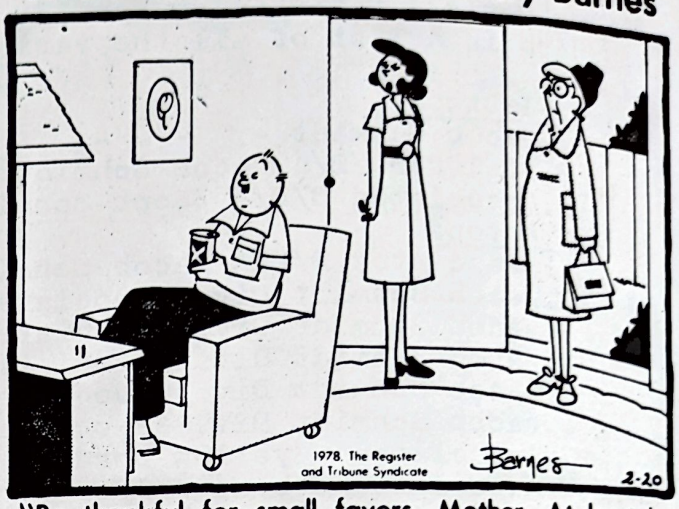
I have found an example of all these cans except the 3rd flattop.The number of scenes is guessed on some types but I think most are right.I am trying to collect all kinds and have a total of 208.If anyone knows of any other varieties please contact me.Of course Schmidt scenes will never top Ranier's 11,000 but it has a better chance of being completely collected!

Sincerely,
Jim Zons #7490
from Bemidji,Minnesota
Home of Paul Bunyan!

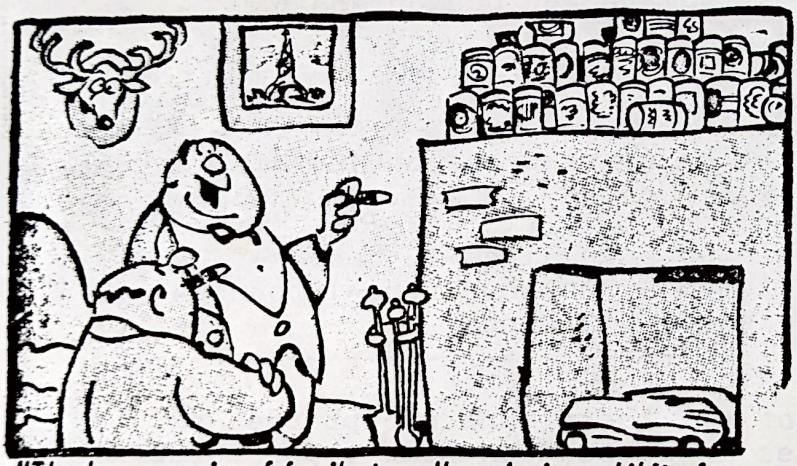
A Little Rust Never Hurt Anybody

CARTOONS

THE BETTER HALF. By Barnes



"Be thankful for small favors, Mother. At least he tipped his beer can in your direction."



"They're souvenirs of family travel! . . A nice exhibit of cans collected from the world's scenic spots!"

Pitch In!

BROOM HILDA

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MOTLEY'S CREW

SHOE

SHOE

DID YOU KNOW?

The Scottish poet Robert Burns once wrote something about the best laid plans of mice and men; I know how he must have felt. Here it is the deadline for next issue and chances are many of you have not yet received your current one. Indeed, my postman seems to have lost my issue too and it is obvious that the experiment mentioned in the May-June News Report will have to be postponed. It still sounds like a good idea, however, so lets shoot for September-October and see what happens.

For now, I do have, thanks to a number of dedicated souls, some first-rate Did You Knows. In order alphabetically they are:

Barbarossa (RT9): There appear to be two versions of the conetop with one having the label raised 1-1½cm closer to the top than the one most often seen. (John Velasquez, #13890)

Blatz (--,Bible#260): This 1953 can has two different side panels. No. 1 has the words Blatz Pilsener Beer on it, #2 says just Blatz Beer. (Doug Halsey, #13852)

Carling Red Cap Ale (BCA4): This conetop has two variations on spacing the brand name. #1 begins very close to the small designs on both sides of the oval (similar to the BCA2 flat); #2 is as pictured in the Guide. (Doug Halsey, #13852)

Drewrys (HMN1): This one is for those who really like to look close at changes. Besides the pictured can in the Guide, another says, line by line, Brewed with Sparkling/Pure Water, and a third, Brewed with/Sparkling Pure Water. (Rudy Maki, #11828)

Fox Deluxe (--,Bible #914): Can #1 has no contents listed on it anywhere; #2 (the current can) has now put it vertically in red along the seam. (Rudy Maki, #11828)

Leinenkugels (LNK4): A slight change in wording on the current can. Original can says at the top, Made with Chippewa Water from the Big Eddy Springs; the newer can simply says, Brewed with Pure Spring Water. (Lawrence Nicolai, #9792) A special thanks has to go here for coming up with the best way in wide world for illustrating the difference in cans -- the mail... and two cans. And Lawrence, you're right, Leinenkugels is an outstanding beer.

Nectar Premium (--, Bible#1926): Here is one I have never seen before; unlike the pictured version in the Bible, Jeff Nowak, #13873, has a version with blue lettering instead of the usual black. Is it rare? I do not know, but we would both like to hear.

Old Milwaukee Draft (SZ8): Unlike most cans I've come across, Doug Halsey, #13852, has one with a solid red background instead of the usual tapestry-like design.

Schlitz (--): The 1949 version of the can has the words, The beer that made Milwaukee famous, written like the 1954 can (SZ37) though the 1951 can (SZ36) is different and more block-like.

And finally, Martin Landy, #78, has sent me some marvelous mistake cans -- Norfolk, Virginia spelled Norfork on all Spearman Ale cans. If you would like a column devoted to these type of differences just ship them along and I will do my best to get up a long column as soon as possible.

Paul Holsinger, #6041
22 LaTeer Drive,
Normal, Illinois 61761

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747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in fifty states and in numerous foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

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5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
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We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

DON'T BUY THAT CAN, TRADE FOR IT,

Kit Hall

Kit Hall
Secretary, BCCA

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B.C.C.A.#

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CANADIAN PROVINCE

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FOREIGN CITY, COUNTRY | F

(OC) OCCUPATION

(BD) YEAR OF BIRTH

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THE SPOETZL BREWERY

1909-1977 AND STILL GOING STRONG . . . SORT OF

By William Ogden #8508

The Spoetzl Brewery, home of Shiner Beer, is located on the banks of Boggy Creek in Shiner, Texas. Both the town and the beer got their name from H.B. Shiner, a rancher in the predominantly German and Czech region between Austin and Houston, who donated 250 acres as a site for the town in 1887. The Brewery itself was built by the Shiner Brewery Association, a stock company of local men, in 1909.

For its first five years the brewery led a rather shaky existance due to a reputation for producing sour beer. In 1914 Kosmos Spoetzl, bavarian brewmaster in San Antonio, was lured to shiner as head brewmaster with the option to buy the brewery.

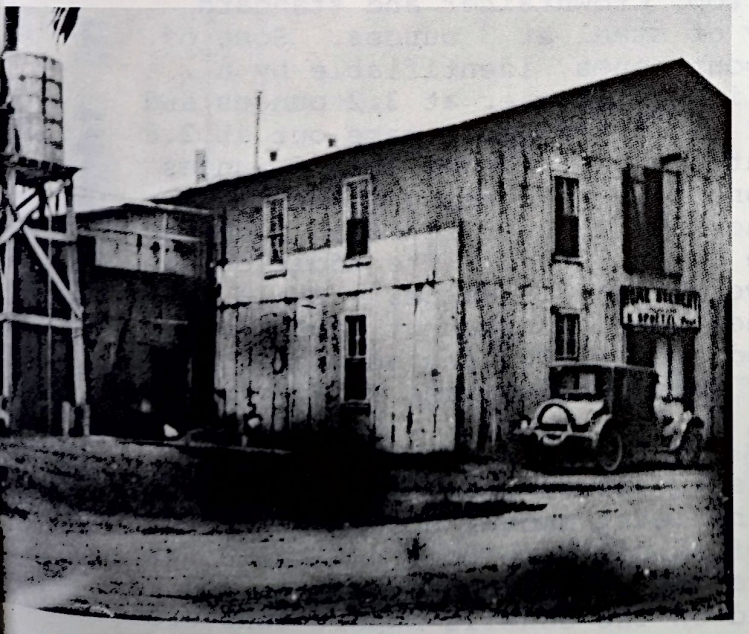
Just as Shiner Beer was becoming a viable product, trouble appeared in the form of the Volstead Act of 1919 which prohibited the manufacture and sale of all beverages with an alcoholic content greater than .5 percent. Throughout the prohibition era that followed, the brewery managed a bare existance through the sale of "Near Beer" and ice.

In 1950, upon the death of Kosmos Spoetzl, the brewery ownership passed to his daughter Cecelie. "Miss Celie" as she was known to the townspeople had joined the staff in 1922. Upon assumption of her duties she became, at that time, the only woman in the United States to be the sole owner of a brewery. Although sold in 1966 to William Bigler, and again in 1968, to a group of eight Texas businessmen, the brewery still retains the Spoetzl name.

From 1909 until 1916, wooden kegs were the sole means of distributing the brewery's product. In 1916, glass bottles were introduced. Aluminum Kegs were adopted in 1947 and throw away bottles in 1958. Party kegs were added in 1964, but it was not until 1970, and "Shiner Beer, the Golden Brew in the Golden Can", that cans were introduced. Texas BCCAers are not in agreement as to the number of different cans that have been distributed. Some maintain that SPZ 1 is the original can and claim that the white speckled can is really a "mistake" or off-color variety. Others claim the speckled can to be original. The brewery itself displays five different cans: two speckled ones, the first was distributed from September of 1970 until January of 1971 when the second came into production; SPZ 1, which was first distributed in May of 1971; SPZ 2, which came into existance in September of 1973; and the current can, which appeared in September of 1975. Changes in the first two are almost imperceptable and one needs to have both at hand to detect the difference. SPZ 1 differs from the first two only in the absence of the white spots or speckles. SPZ 2 and the current can are visably different from the others. All are tab tops.

Today, the Spoetzl Brewery is the smallest in Texas and third smallest in the United States. In 1975 its yearly production was 41,000 barrels. Texas legislation in the form of HB 681 was passed in 1971 and stipulated that all Texas breweries producing less than 75,000 barrels per year pay only $3.75 tax per barrel instead of the $5.00 per barrel paid by larger breweries. The Bill, known as the Shiner Beer Bill, was supported by the larger breweries because they felt there was a place for the existance of remaining small breweries.

An added plus for collectors located in areas in which Shiner Beer is sold is the pleasure of emptying the cans themselves. The years have not been wasted, the beer tastes great!



The brewery as it appeared in 1915.

A 1975 scene of the brewery.

Editor's Note: Since this article was submitted to the New Report in December, 1976 there has been additional cans issued.

THE VANISHING STEEL CAN

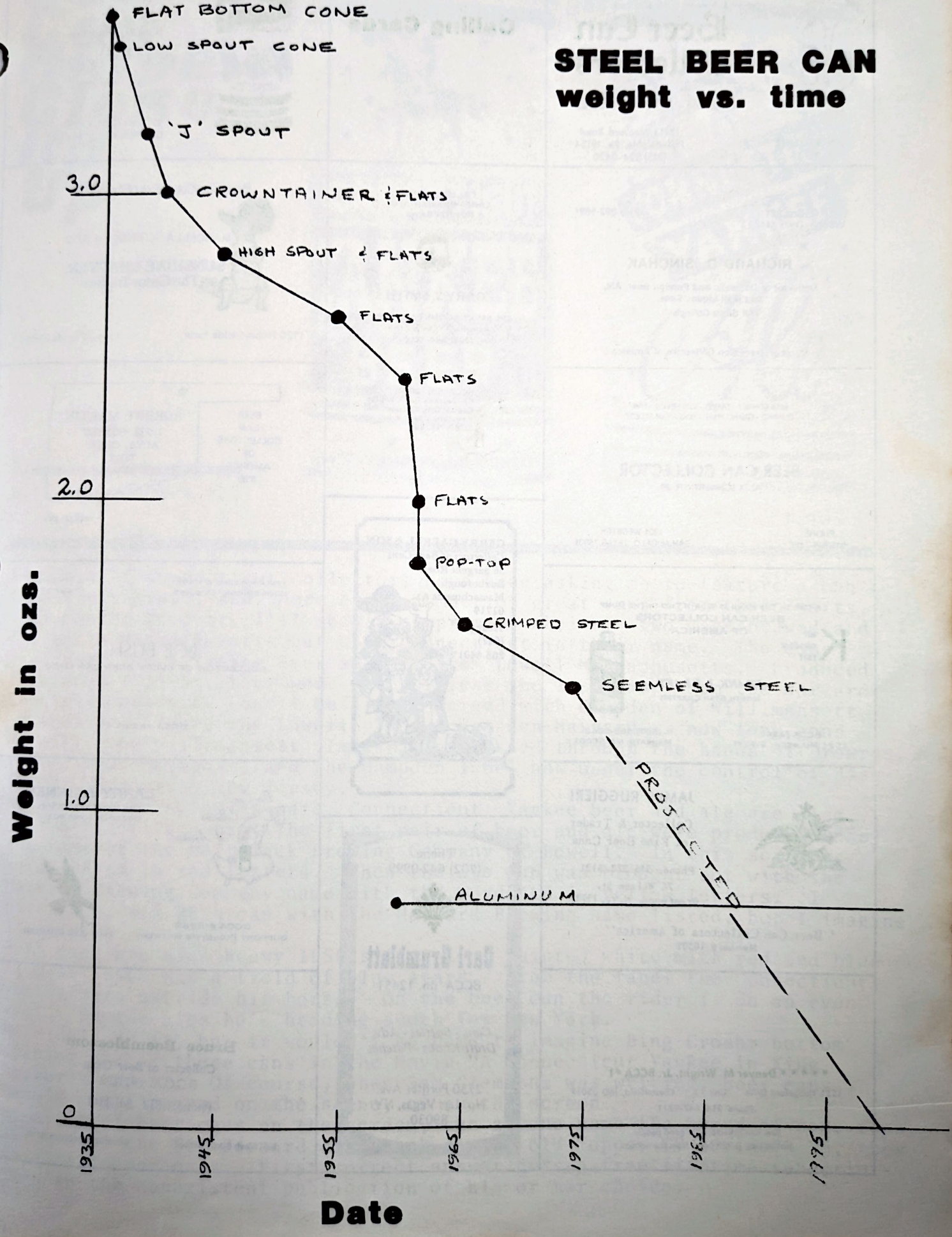
BY: BART D. WOLOSON # 12756

This collector has observed a general lack of quantitative information to identify a can's age by its weight. This article will thus attempt to fill that void in trivia. The cans were weighed on a letter scale which is spring loaded and may not be absolute in accuracy. However, the relative weights and the trend in weights are quite apparent - the steel can is vanishing at a predictable rate. When the weight of the steel can is plotted against time, the graphical display shows an average weight loss of a little over one half ounce per decade. One might hypothesize that the demise of the steel can will occur at the time when its predictable weight reaches zero. The date for zero weight is 1999. Since the weight will never reach zero, the economic demise of the steel can should occur at some earlier date - perhaps at the point where its predictable weight reaches that of the all aluminum can in 1987.

For those interested in the particulars, the heaviest can is the first cone - the 1935 Continental Can flat bottom version weighing in at a hefty 3.6 ounces. Subsequent "cap sealed" low profile cans seem to weight around 3.5 ounces (plus or minus depending on the amount of wax inside). Crown's entry of the "J" spout in 1937 dropped the norm to 3.2 ounces and again in 1940 to 3 ounces with the introduction of the Crowntainer. At that point, 1940-42, all three competitive packages (flat top, Crowntainer and standard cone) had about the same quantity of steel at 3 ounces. Some of the first Continental Can high spout cones, identifiable by a double ridge at the spout, are slightly heavier at 3.2 ounces and probably date 1938-40. Post WWII flats and cones came out at 2.8 ounces. By the time that the flat top was reduced to 2.6 ounces in the mid 1950's, the heavier cone tops were being phased out. The sidewalls were squeezed thinner and thinner reaching 2 ounces for the all steel flat top in the early 1960's. The addition of the pop top in 1962 reduced the weight to 1.8 ounces - still typical of the straight sided steel can. Subsequent advances in structural design with the crimped end in 1965 and seemless steel in the early 1970's allowed major weight reductions to 1.6 ounces and 1.4 ounces respectively.

It seems logical that the seemless two-piece steel can will survive the longest because it requires the least amount of material. It is unfortunate that this method of manufacture does not allow flat plate printing with its better clarity and color transfer. The beautiful metalic paints like used on the Schells Export cans are possible only on a straight sided steel can - an obsolete package because of the amount of steel used in it's manufacture. When it comes to predicting the demise of the beer can, the pending economic obsolescence projected here will likely not happen before legislative action (the bottle laws) puts a political end to the beer can - and that's a weighty subjection.

STEEL BEER CAN
weight vs. time



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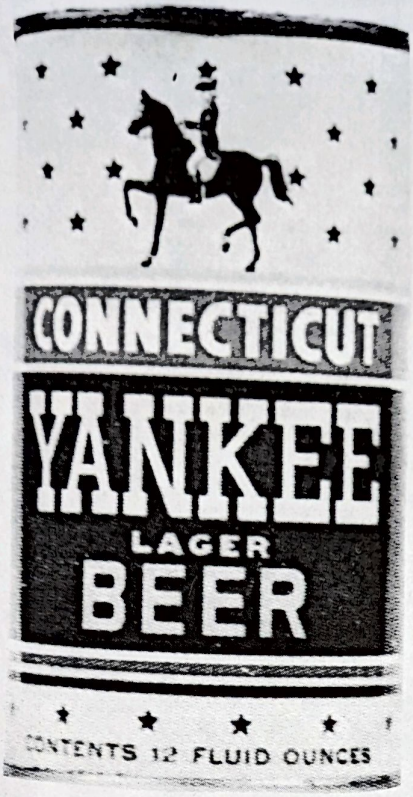
Can Can Close-Close-Up Up



by
Bill Christensen #33

A number of Connecticut collectors have been asking me to feature a can from their state, and there are a number of great cans from those parts. This month, however, I'll show a compromise choice - two cans brewed and filled in Massachusetts but with Connecticut in their name. The cans are Connecticut Yankee Beer and Ale from Lowell Massachusetts. Produced in around 1955-56, they were more or less the last gasp from the Harvard Brewing Company of Lowell before it merged with Hampden of Willimansett in 1956 and closed the Lowell plant. Hampden-Harvard is now long gone as well, the Willimansett plant having passed through the hands of Drewrys, Piels, and Rheingold, and the Hampden label now under the control of Eastern of Hammonton, New Jersey.

Aside from being quite rare, Connecticut Yankee beer and ale are also most attractive cans. The first pair of beer and ale were produced under the name of the Merrimack Brewing Company of Lowell. In this set the word ALE is in red letters. Then the ale can was brought out with the Harvard Brewing Company name with the word ALE in yellow letters. I haven't seen a BEER can with the Harvard Brewing name listed, but I imagine it exists.

Both cans are nice heavy 1950's flat tops painted white with red and blue labels. Each has a field of blue stars. Atop the label the Connecticut yankee sits astride his horse. On the beer can the rider is on an even keel. On the ales he's heading south for New York.

He didn't do it, but it wouldn't be hard to imagine Bing Crosby bottom opening one of these cans in the Movie "A Connecticut Yankee in King Arthur's Court". Of course, when Sam Clemmons was writing, beer cans hadn't yet appeared on the scene, or on the screen.

Speaking of beer cans on the screen, can anyone name the brand of cone tops which Neil the St. Bernard dog drank in the old Topper TV series? No, they weren't Topper cans. First correct answer gets a free lifetime subscription to the nonexistent publication of his or her choice.

THOUGHT YOU'D heard it all, huh? Nope, not yet. Bob McClure, #104, has started a collection of Vienna Sausage cans. Yep. Has about 15 different so far. Might be that he has opened a whole new door!! Did you ever check out all the local vegetable can labels?

IN APRIL we went back to Chicago for a visit with in-laws outlaws etc.. Even lowered ourselves to attend a Windy City meeting. And being fully prepared to take notes on some probable humorous notes. However, no one in Chicago has much humor. And we didn't get any notes to forward on to you. Not even one. Except that Ron Jones is the Chuck Barris of BCCA.

We did, however, haul back some of the new (at that time) 8 oz. Coors cans to give away to whoever, and to trade to those who wanted to trade. They had a raffle, at the meet, and being the kind (??) people we are, we donated the remainder of the 8 oz. Coors. And promptly won them in the raffle. And refused them.
As did the next guy whose name was drawn. And the next. Finally a young man took them. And they were NEW cans, too.

ONE amazing thing... the VP of the Windy City Chapter, Shelley (What's his last name???) had to order a ca-boy hat. And wait and wait and wait for it. From Sears of all places.

DON'T take offense Windy City people. You're all great, and we had a super time!!!!

THIS from Rick Hoppe #754... we can all be rest assured that the new Malt Tonic cans (Milwaukee, Caprus etc.) that they are really beer cans. Rick reports that Dick Rausche had one translated. and they say..."Naturally brewed from pure spring water and worth 6 Brickskeller's." I bet.

MORE BRICKSKELLER BS,

In reading one of the newer B.S.'S, that being the Houston Toad, Gary Crossen, #8068, had a question. It says that the toad's live in the suburbs. Gary was wondering if they get together for BBQ's or wife swapping on the weekends. (Read the can closely, and it sounds like they have homes in the suburbs or something)

The guy who invented the Can Tote must have thought that he really had something going. Little does he know that someone had the idea long before him, and just did not capitalize on it. Our very own about-to-be-ousted- BCCA Prez, Jim Thole, Had the very FIRST Can Tote. Yup! Anytime you see Jim at a swap meet, you will see his father close by with Jim's cart full of traders!

A GOOD contest is being lined up for Milwaukee. Bob Herrmann is trying to arrange a beer drinking marathon between Ron Jones & Harry (WCTU)Keithline. Harry also does Foster Brooks impersonations. Only they aren't fake!

AND Marcia Butterbaugh (as told by Dan Andrews) has decided to save some bucks this year in Milwaukee. She is just going to rent a closet for the week. She'll be showering in Dan's sink.

MORE OCCUPATIONAL hazards, from the new roster. If you looked for some of the others last time, they were in the OLD roster. But this time....
Tom Harrison #10173, is a Texas inspector. What does he look for? #14948 Leonard Wentland is an order picker. An order tastes something like a lime, but is shaped like a breadbox. Frank Ladeau,1575 is a Hercules Prod (!), #11622, Bruce Beemblossom is a soda jerk, (!) again, good ol' Billy Carter, #16000 has no occupation listed. Unemployed?

#14716, Betty Mascatiello is (are you ready?) a Dumper! Probably about a grade 2. Eugene Deloreto, #9458 is a night scavenger. Since Eugene lives in the Bronx, he's probably the BCCA's only mugger.

IN Checking over the new roster (nice cover) we do find that the BCCA chic of having an unlisted # is alive and well. More and more BCCA'ers each year have un listed membership #'s.

Watch Saturday Night Live? Did you know that they have a beer can segment every once in a while? Coneheads.

Sorry to report that Bill Christensen is either a widower, divorced, or about to suffer from scurvy. For the first time, his spouse, Peaches is omitted.

INTERESTED IN knowing who's bidding for upcoming Canventions this year in Milwaukee? Not sure on the year's, but the following cities are SUPPOSEDLY in the running: Chicago, Minneapolis, Boston, Buffalo NY, & South Bend, Indiana. And you all scoffed at Casper!

THIS past 2 months mail contributions for this column included the post card about Dick Rausche"s translation. And that was all. Thanks for all your continued support and help.

ANYONE know anything about a brand supposedly released by Miller about the same time that Player's was introduced? Supposedly was called Marlboro. If you know of it, please let us know!

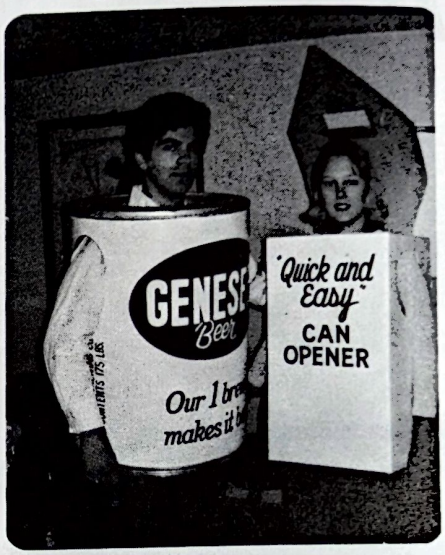
THINGS ALWAYS ASKED BY NON-COLLECTORS THAT SEE YOUR CANS!

1. "Geez, I never hearda halfa dese beers."
2. "Do you have dat Buckhorn Beer?" (This is a non-knower's favorite brand)
3. (While picking up a can like Rheingold) "Hey! I sure do remember drinkin' this stuff when I lived in Seattle" Dis is good beer"!
4. (While picking up a can that is extraordinarily obsolete) "Hey day sell dis stuff in the Yukon. I'll send ya 1 when I get back up dere".
5. "Are they worth more when they are full?"
Then of course, you give them a beer that is bottom opened to drink, and they will promptly turn it right side up to read the label.....

This is really the only TRUE trade publication in the world, y'know.

CANVERSATIONS WITH THE BERGMEISTER 799
A Decorative Column

Gary Fulton #6316 and his wife, Sue made up these genuine costumes for Halloween. Hand painted, and all. We kinda wonder if Gary's wife got any rude comments on her's? Note the contents on the left side of the Genesee can...clever, indeed!



THEY TRADE HORSES, DON'T THEY?

Dave & Linda Coco are specialists. Although they collect all cans, they have a preference for cans with horse's on them. Already this special collection numbers over 160 cans, including 12 cones. Didn't know that horses were so prevalent, did you? There are of course a number of most obvious ones. But how about...a Potosi cone? Mineral Springs cone? One of the Old Dutch cans? Tooner Schooner Then of course, for you wise guys, we are aware that a lot of the junk tastes like horses filled them.

TRAVELLING over seas now, here is some interesting information that we got from Johan Brisfjord concerning Swedish cans. Ever wondered about the III or II or I that is on the label or almost every can? Well, it has to do with alcoholic content. The beer III or Starkol (strong beer in English) is 4.5% alcohol/ You can only buy the starkol in state owned wine & spirit shops, and be at least 20, to do so. In Tranas (Johan's home) there are 10 different starkol cans available.

The beer II is 2.8% alcohol, and is called pilsner. You can buy it in all stores, and be at least 18. There are 21 II cans in Tranas.

The beer I (lattol) is only 1.8% and is sold in stores, gas stations, restaurants and there is no minimum age on lattol. There are 5 beer I's in Tranas. The cost by can (if my conversion is right) is almost $1 per can!! That is for the starkol. Lesser percentage, lesser $$.

Johan was not sure why most Swedish cans are 16 oz. size. However he did let us know that Pripp has 70% of the beer business in Sweden.

THIS information was originally intended for an article on store brands, however, due to lack of response there is room enough to run it here...
KASSEL BEER is Handy Andy stores exclusive brand. It was introduced in 1970, and sales are probably not in excess of 10% of all their beer sales. The name itself (and we quote Mr. Morris Matthies Vp of Advertising for Handy Andy) is derived from the German language and he believes it refers to "authority" of the alpine castle and its regal aura. Kinda interesting, huh?
Vons Grecery Co. of California has 2 brands, Keg and Tivoli. Keg has been around for about 25 years, and although their sales figures are confidential, and the tend to push the national brand product (BOO?! HISS!) , Keg is near the top in sales in some locations! Probably an area densely populated with collectors. The brand names were available and offered to them by suppliers. Tivoli has had 3 different brewers.
Safeway Stores has carried the Brown Derby BRAND SINCE early 1933. To there knowledge there was no particular reason or purpose, however they say it has been very successful.
KREWES is the brand for National Canal Villere Super Markets in Louisiana. It originated in 1973, and the name was derived from wanting a name that would tie in with the Mardi Gras. The different parade groups during Mardi Gras are called Krewes (Krewe of Rex, Krewe of Endymione etc.) therefor KREWES! The brand does about 2% of beer sales, but they cannot ship it to there stores in Mississippi or Alabama due to restrictions.
Sadly, that is all the response we got. Sure think this could have been an interesting article!

ABOVE is the BCCA's sure shot solution to help save the last of the small brewery. We are going to have a Hotline, and when a small brewer needs a lot of sales, FAST, these 3 charming gents will be dispatched.

TO Prove that we are really going to the dogs, here is a picture of Dave Owen, #2420. Dave is our only 4 legged member, and also holds the record for the biggest ears. Dave is seen posing in a Bud trash can (aren't they all??) with a few of his favorite cans.

For the record, the information about the store brands was compiled by Sharlene Berg #7799.

Over 1,200 fans turned out in Appleton (Midwest) May 5, most of them for a first sip of Base Brau, the beer brewed exclusively for the Foxes by the Stevens Point Brewery. The beer can carries the Foxes' emblem in what is believed to be the first attempt by a professional sports team to distribute its own suds. Several thousand of the cans—empties—have already been sold to collectors.

Base Brau is out & about, and really is an interesting idea. Upon the issue of it, here is the write up from the Sporting News. As you can see, the fans and collectors got blasted, So did Appleton. Live near a baseball park? Why not let us know what beer they serve, whether it be Major or Minor League?

Wausau's Noonan Gets 10 RBIs With 3 Swings

WAUSAU, Wis.—He came into the game hitting an anemic .184, but Wausau third baseman Jim Noonan left with his name in the Midwest League record book May 5 following a one-man offensive show which guided the Mets to a 16-0 victory over Appleton.

The Wausau third baseman tied a 19-year-old league record by driving in 10 runs, and did it with home runs, two of them grand slams, in three consecutive at-bats.

Noonan had a single in his first trip to the plate, then hit a two-run homer over the left-field wall as the Mets scored four times in the third inning.

He came to the plate in the fourth with the bases loaded and socked his second homer to key a six-run inning.

TWO INNINGS later, the 20-year-old from Sacramento came up again with three teammates aboard and lofted a pitch down the line in left which stayed fair and went out at the 330-foot mark.

Noonan's long-ball display overshadowed a fine pitching performance by the Mets' Jeff Franklin, who snapped the Foxes' six-game winning streak with a three-hit shutout that included 10 strikeouts. Franklin didn't walk a batter in lowering his earned-run average to 2.20.

Three Appleton pitchers gave up five bases on balls, one of them—wisely—to Noonan when he came to the plate in the eighth inning.

His 10 RBIs tied a Midwest League record set in 1959 by Clinton's Bobby Smith.

Noonan had hit one homer in 16 previous games this season.

Most of us pay a lot of attention to beer ads. How many of you noticed the A/B Natural Light Commercials featured their new can long before it was available? For you Eastern folks, Coors has a great ad campaign. Hamm's has at last returned to the OLD Hamms bear, and for you sick-o's, Schlitz ads have got to be the WORST ads anywhere, except for Mr. Whipple, and Snoopy Sniffer. James Coburn should be ashamed of himself.

This incredibly stupid cartoon is from incredibly stupid Dan Reitz.

MARY WORTH

EMPTY SPACE

Beer Can Collectors of America

[redacted]

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BEER CANS DON'T LITTER.. PEOPLE DO!